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GLAO

News

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SAVE THE DATE!

MASO/GLAO Annual Session

September 15 – 18, 2011

Wyndham Grand Pittsburgh Downtown
Pittsburgh, Pennsylvania



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PRESIDENT'S REPORT



ROBERT F. GOOD, D.M.D., M.D.S.

It is an honor and privilege to serve as president of Great Lakes Association of Orthodontists.

I'd like to congratulate the 2010 GLAO President, Ron Good and all those involved in the 2010 GLAO/MASO Annual Session at The Breakers in Palm Beach, Florida. The response from the attendees was very positive. Everyone learned a lot and had a really enjoyable time at a fabulous resort.

In this new year, it is a great time to reflect and also to look ahead. We have so much to be thankful for! The profession of orthodontics is truly the greatest profession with the best rewards:

- The gratification received in being able to make a difference in our patients' lives.
- The friendships and relationships that are developed among our peers in the GLAO.
- The educational experience and travel opportunities received when participating in the meetings of our association.

I encourage everyone to be involved in the GLAO and the AAO to preserve our specialty as the best in all health care. As we move forward in our personal and professional lives we must continue to strive for excellence.

As you know, last year, Chris Roberts was elected to serve as the GLAO Trustee to the AAO. We are grateful to John Buzzatto for his many years of service in this role and we support him as he moves on to become President-Elect of the AAO in May.

I am excited and proud that our 2011 Annual Session will be in Pittsburgh, my hometown, and *City of Champions*. The Wyndham Grand Pittsburgh Downtown (formerly the Hilton Pittsburgh) will be the host hotel for what is sure to be a great meeting for both doctors and staff! Pittsburgh has so much to see and do (sports, culture, college and universities, ethnic diversity, etc.) for our families and staff. I encourage you to come to see all that Pittsburgh has to offer!

We will be teaming up again this year, with our friends from the Middle Atlantic Society of Orthodontists (MASO). We are diligently planning a program that we believe will make for an excellent Annual Session. The focus will be on the TEAM and interdisciplinary care. As you know, relationships and teamwork are key ingredients for fulfillment and success in all that we do! See page 23 for the schedule-at-a-glance and a list of speakers.

Plan NOW to join us September 15 - 18, 2011 in the Burgh and Get Your Game On!





JOHN MONTICELLO, D.D.S., M.S.

Spring is finally here and most of the snow in the Midwest is gone! The GLAO election was last fall and we now have new Officers, Delegates and a new Trustee, Dr. Chris Roberts, from Findley, Ohio. I would like to take a moment and thank all of my supporters who voted for me for the office of Trustee in that election. But the electorate has spoken, and I will continue to serve the GLAO in my role as Editor. I will also continue to use my experience as a GLAO Board member for the past nine years to support Chris in any way possible. We are clearly fortunate to have an excellent new Trustee with experience both as a leader, an educator and a private practitioner. Please take a moment to congratulate him at the AAO Annual Session in Chicago.

Our Officers include: President: Dr. Robert F. Good II; President-Elect: Dr. Jerry Hickman; Vice President: Dr. Michael Sherman; and Secretary Treasurer: Dr. Aron Dellinger. Our new Delegates for the 2011 AAO House of Delegates are: all of the above Officers and, Drs. Dale Anne Featheringham, Richard Marcus, Gregory Oppenhuizen, Eugene Roberts, Phillip Beckwith, Stephen Belli, Donald Hayes and Richard Pfeffer. All of these individuals volunteer countless hours doing the business and making the decisions of the GLAO and AAO. They deserve our respect and gratitude. Without the

contributions from our members, our Association could not function.

Please take a minute to read this edition's orthodontic residency update from the University of Western Ontario in London, Ontario; Dr. Antonios Mamandras is Chair. This series of residency updates has been very beneficial for many of our members to keep up to date with their alma maters and for the programs to display their attributes. Past editions of the *GLAO News* are available online for members to read. To review those past editions, go online to our webpage at www.glao.org. Go to the News tab and scroll down to access a link to any of the past 16 editions.

As many members are aware, in January, a federal judge ruled that the new national health care legislation was unconstitutional as it mandated everyone purchase health insurance. This decision will most certainly be appealed to the Supreme Court for a ruling. In the meantime, small businesses are trying to avoid penalties and stay current with the regulations. Some of the mandates are so demanding that both the AAO and the ADA have worked to make changes. One successful change was the repeal of

the Form 1099 generation mandate in early February. That would have placed a heavy burden on orthodontic practices that are already spending an inordinate amount of time complying with OSHA, HIPPA, infection control and other practice management requirements. I encourage all members to stay current in the legislative process and let your voice be counted with your Representative or Senator if you feel their actions are detrimental either to patient care or your practice operations. Please follow the columns of Dr. Donald Hayes, our GLAO Representative to the AAO Council on Governmental Affairs. They make a difference and need your support of the AAOPAC.

The GLAO Board's commitment to host the annual session geographically within our Constituency continues. Save the date for the 2011 GLAO/MASO Annual Session on September 15-18, 2011. President Robert Good is working to put on an academic program for both doctors and staff within driving distance of our members at the fabulous Wyndham Grand Pittsburgh Downtown and "Get Your Game On." See you there!

Congratulations!

to the following individuals
that were selected by the GLAO Board of Directors
as the GLAO nominees for these prestigious awards:

ABO Albert H. Ketcham Award - Dr. Robert Vanarsdall

ABO Dale B. Wade Award - Dr. Andrew J. Hass

AAOF Louise Ada Jarabak Award - Dr. James McNamara

ADA Norton M. Ross Award for Excellence in Clinical Research

Dr. W. Eugene Roberts

We recognize these individuals for their dedication to the specialty of orthodontics and we wish them the very best! For more information on these awards or the nomination process, go to the GLAO website at www.GLAO.org.

- Congratulations to **Dr. Sunil Kapila** from the University of Michigan who was selected by the AAOF Board of Directors to present the **Salzmann Lecture** at the 2013 AAO Annual Session in Philadelphia, PA.
- Congratulations to **Dr. W. Eugene Roberts** who was nominated by the AAO for the **ADA Norton M. Ross Award for Excellence in Clinical Research**.

AAO TRUSTEE REPORT



JOHN BUZZATTO, D.M.D., M.D.S.

This edition of the *GLAO News* will be my final article/report published as your Trustee. As I reflect on these past eight years, I must return to September 1993, when I first joined the GLAO Board as Director from Western Pennsylvania. Terry Pracht was President and the Canadian Association of Orthodontists joined our meeting in Palm Desert, California. Since then, I have experienced the good fortune to serve as your representative on the Council of Governmental Affairs, AAO Political Action Committee, GLAO officer, President and finally the AAO Board of Trustees. Many volunteer leaders have also served and acted as mentors, but I must especially acknowledge David Hamilton and Terry Pracht, two former GLAO Presidents, who also served as Trustees and AAO Presidents. They established the standard that I have strived to emulate.

I have enjoyed many dear friendships throughout the GLAO and AAO, my longevity was never about the joy of sitting in meetings or reading reports, but rather sharing stories about family and friends over a glass of wine or a meal. Though we all came from varied backgrounds, our speciality and commitment brought us together and our Midwestern spirit has always been the compelling reason for me to continue my service. Eli Berger, Doug

Beaton, Scott Jamieson, John Barbour and Paul Levin are GLAO Presidents, who prepared my pathway. Those who have followed, Tom Ahman, Valmy Kulbersh, Chip Rigsbee, Jeff Gilmore, Bob Brown, Chris Roberts, Bob Portenga, Jeff Berger, Mary Barkley, Richard Marcus, Ron and Bob Good maintained the leadership skills required to keep the GLAO as one of the most influential of all constituencies of the AAO. I also had the privilege of serving with former presidents, council representatives, component directors, editors and ABO Directors such as Walter Buchsieb, George Eastman, David Haas, Bruce Hill, Dave Hogan, Dale Wade and Phil Warren to mention just a few. I have observed the development of our future leaders and am certain that we will continue to be well represented. The GLAO has also been fortunate to have excellent Executive Directors during my tenure on the Board, from Ty Wheeler to Debbie Nunner. Their efforts have always allowed us as leaders to maintain consistency from year to year, while enabling us to be the face of the association. I strongly encourage any individual willing to serve the GLAO to express his/her desire, and if presented with the opportunity, to readily accept. The sacrifice required in time away from practices is richly rewarded with camaraderie and lasting friendships, while serving our beloved speciality.

I will miss serving on the GLAO Board; as it has been such a rewarding part of my life these past 18 years, but the time has come. The opportunity to serve the GLAO has been a blessing and I thank you for the honor of representing you on the AAO Board of Trustees. The AAO continues to be the preeminent association in all of dentistry and I am confident that Chris Roberts, our new Trustee, will represent us with the same distinction as David and Terry. Again, I am deeply grateful for your trust and ask for your support, as we prepare for the 2013 AAO Annual Session in Philadelphia.

The Board of Trustees met February 17-19, 2011 in St. Louis. Following is a brief overview of the highlights of the Board Meeting.

Council on Communications: The Board heard presentations from Athorn Clark, a New York advertising firm along with the current public relations (Weber Shandwick) and advertising (Schupp) firms regarding targeting the adult segment of the population. The Board also approved the following council recommendations: (1) New photography for braces.org to include lifetime rights and sharing with the AAO membership. (2) Qualitative and quantitative studies of general and pediatric dentists be referred to the Task Force on Relations with General Practitioners and the Public for the purpose of learning about referral patterns since the completion of the 2006 General Dentist Study. (3) The creation of all consumer education brochures in an 8 ½ x 11 format that is downloadable from AAOmembers.org. (4) Hiring the advertising firm of Athorn Clark to develop an advertising/public relations plan that would significantly increase market share for the teenage and adult markets. (5) Postponing the recommendations for both the \$650 and \$1,500 assessment motions until the Athorn Clark proposal is reviewed. **(Steve Belli-GLAO representative)**

Council on Education: The Board approved the following council recommendation: Revisions to the CODA Revised Standards for Advanced Specialty Education Programs in Orthodontics and Dentofacial Orthopedics. **(Gene Roberts-GLAO representative)**

Council on Governmental Affairs: The Board approved the following council recommendation: Revisions to the Patton Boggs Evaluation Form. **(Don Hayes-GLAO representative)**

Council on Health Care: The Board approved the following council recommendation: That the **HOD** approve COHC's Strategic Plan Revisions. **(Bob Brown-GLAO representative)**

Council on Membership: The Board approved the following council recommendations: (1) That the **HOD** allow the AAO to communicate the content of Resolution 14-09H, especially, "In addition to other rules, in any public statements, announcements of services, and promotional activities, all claims made or utilized by members must be supported by scientifically reliable evidence." to all members; additionally, any future changes to the AAO Principles of Ethics and Code of Professional Conduct be communicated to our membership in a timely manner. (2) That the **HOD** adopt new policy allowing Student membership status to terminate automatically upon the completion of any one of the following, 1) election to active, affiliate or other applicable membership category; 2) on May 31st of the year immediately following successful completion of an accredited orthodontic program; or 3) upon termination of status for any other reason as a student in an accredited orthodontic program. **(Richard Marcus-GLAO representative)**

Council on New and Younger Members: The Board elected **D. Andrew DeHaan**, a resident at the University of Detroit Mercy as one of the two resident members for 2011-12. **(Scott Schulz-GLAO representative)**

Council on Orthodontic Practice: The Board approved the following council recommendations: (1) A brochure discussing the risks associated with ingesting acidic and sugary foods and drinks during orthodontic treatment be developed in conjunction with the Council on Communications. (2) That all Specialized Orthodontic AssistantsSM (SOA's) upon

certification receive one year's complimentary membership in the Orthodontic Staff Club. **(Michael Sherman-GLAO representative)**

Council on Scientific Affairs: The Board approved the following council recommendation: Monetary awards be given to the top three Table Clinics presented at the AAO Annual Session. **(Nan Hatch-GLAO representative)**

Board Committees: The Board approved the following board committee recommendations: (1) New policy for broadcast emails. (2) New policy for the Annual Session Review Committee. (3) That all Councils wishing to hold more than one face-to-face meeting during the 2012-13 fiscal year prepare a justification for any additional meetings and submit with their budget request; additionally, all staff liaisons to councils will be responsible for communicating this requirement as well as the approximate cost of council meetings and availability of other meeting methods (i.e., conference calls, web-based meetings, video conferencing, etc.). (4) That the **HOD** adopt the recommended new Policy on Reserves, requesting the three most recent external public accountant audit reports for total annual unrestricted expenses instead of only using the most recent. The annual calculation would also be made using a 36 month rolling average of the liquid reserves instead of current 24 months. (5) A Reserve Fund for Building Repairs and Maintenance by budgeting an expense of \$50,000 each fiscal year to build the fund up to 10% of the fair market value. (6) That a qualified architect prepare a Building Master Plan which addresses the renovation needs of the AAO headquarters building and provides a multi-year plan to update the building, including projected budgets. (7) That the **HOD** adopt the best business/association practice principle of not utilizing investment income to balance the budget. The proposed plan will be to

reduce the investment income revenue line item by 25% each year over a four year period, beginning with the 2011-12 budget.

Ad Hoc Committees: The Board approved the following committee recommendations: (1) Guidelines for the Speaker of the House to consider regarding the Delegation Chairs meeting and potential scanning opportunities for the Delegates. (2) That the Board of Trustees, in consultation with the councils, study the structure of the councils related to 1) future changes in the membership and volunteer demographics; 2) potential changes in council composition related to expertise versus geographical representation; and 3) potential use of consultants and/or vendors on councils with a report to the 2012 House of Delegates. (3) That the **HOD** create a Task Force of the House of Delegates to study the geographic configuration of the AAO; consideration to include but not limited to the Governance Task Force Report. (4) That the Board of Trustees, in consultations with the councils, study the terms of council members with a report to the 2012 House of Delegates. (5) Revisions to the AAO Humanitarian Award including nominations being allowed by any AAO member to the Humanitarian Award Nomination Committee, which shall consist of the eight immediate past presidents of the AAO. The AAO Board will make the final selection and the winning candidate will also be submitted to the ADA as a nomination for the ADA Humanitarian Award. (6) The creation of 17 new videos for use on braces.org and by members. (7) Continuation of the AAO Distance Learning Project. (8) That the **HOD** adopt revisions to the AAO Bylaws, Manual of the House of Delegates, AAO Policy Manual and Standing Rules and Orders and Financial Policies. (9) Funding the Access to Care Task Force's Pilot Program to the end of the current fiscal year.

CONTINUED ON PAGE 6...

Other Recommendations: The Board approved the following recommendations: (1) That AAO staff and the Council on Communications develop an online interactive communication vehicle for members to use in presenting and discussing clinical orthodontics; and that the vehicle, which will include appropriate legal safeguards, offer options to present photographs, digital radiographs and video in addition to written description and comments. (2) That the February 2011 report to the Board from the Council on New and Younger Members be referred to COOP, COC, COIT, and relevant AAO staff for review and recommendation of potential actions regarding the issues referred to CONYM from the Board. (3) That the 2012 Board Planning Session take place in Santa Fe, New Mexico, June 28-July 1, 2012. (4) Hosting a 2011 GORP picnic at the AAO headquarters. (5) That the AAO sponsor an international student reception to promote membership during the 2011 European Orthodontic Society in Istanbul, Turkey. (6) **Gene Roberts** was

nominated for the ADA's Norton M. Ross Award for Excellence in Clinical Research.

AAOPAC: The Board approved John Hancock and Associates be retained for an additional six months as fundraising consultant to the AAOPAC. (**Rick Pfeffer-GLAO Director**)

AAOIC: The Board nominated **Terry Pracht** and **John Buzzatto** to serve three year terms as Directors of the AAO Insurance Company.

Budget and Finance: The 2011-2012 budget proposed by the Board of Trustees includes revenues of \$15,957,393; expenses of \$16,229,787; with a projected deficit of \$272,394. Revenues were reduced by \$325,000 as a result of the 25% reduction in the investment income revenue line item. This results in a \$35 dues increase. The budget does not include an assessment, although two motions requesting a \$650 and \$1,500 assessment will be considered by the House of Delegates.

	2010-2011	2011-2012
Reserves:		
Total unrestricted reserves	\$18,896,834	\$19,192,598
75% target for liquid reserves	\$14,172,626	\$14,394,449
24 month average liquid reserves	\$14,266,529	\$13,512,724
Excess liquid reserves	\$93,903	(\$881,725)

Meetings: The following is a list of meetings/conference calls in which I have participated since the November Board of Trustees meeting: Task Force on Governance, St. Louis, December 11th; COIT conference call, December 16th; Budget Advisory Committee meeting, Washington, DC, January 24th; Advocacy Conference, Washington, DC, January 24-26th; Task Force on Governance conference call, January 31st; GLAO Investment Committee conference call, February 7th; AAO Leadership conference call, February 11th; Budget Advisory Committee meeting, February 16th, St. Louis; AAO Investment Committee conference call, February 22nd.

There is Risk in Allowing Patients to Dictate Treatment

In an orthodontic malpractice claim, it is not unusual for the patient or parent to have attempted to dictate treatment to the doctor. One may insist on having only the maxilla treated, another only the mandible, even if the doctor advises two-arch full treatment. Some patients refuse extractions or recommended surgery. Since orthodontics is a technical specialty, it is difficult to understand why a patient would demand a treatment not advised by the doctor. There are many reasons why this happens; some may be due to vanity others expense. Whatever the reason, if the treatment dictated by the patient is unsuccessful, it is not uncommon for the patient to

file a malpractice claim against the orthodontist despite his/her precautions. Here are a few case summaries:

Case # 1: The adult patient presented with a maxillary lateral cross bite and protruded cuspids. Her upper first bicuspid had previously been extracted. She requested treatment to correct her maxillary teeth only – for cosmetic and financial reasons. The orthodontist noted that both arches needed treatment; he nevertheless acquiesced and treated only the upper arch. He did not close the bicuspid spaces due to occlusion. The patient signed an Informed Consent

document. Her treatment lasted four months, and the bands were removed. Later she complained that her lower teeth hurt and her bite felt off. She was given a retainer which she wore for two months. After that, she complained that she had severe headaches and light sensitivity. Her medical doctors could not determine the cause of her pain. Her general dentist told her she had TMJ pain caused by negligent orthodontic treatment and she sued the orthodontist. The orthodontic experts who reviewed this case believed the treatment should have included both arches. The fact that the doctor

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The University of Western Ontario

The University of Western Ontario (UWO) is located in the "Forest City" London, Ontario (population 350,000) and has a fulltime enrollment of 35,000 students. The graduate program in Orthodontics was the only UWO clinical dental specialty program until recently when the graduate program in Oral and Maxillofacial Surgery was established in 2007.

The UWO graduate orthodontics program was established in 1973 by W.S. Hunter, as a two year program with a thesis component leading to a Master of Clinical Dentistry Degree under the aegis of the School of Graduate and Postdoctoral studies. In 1994 the program was extended to 36 months. The entrance to the graduate orthodontics program is very competitive. The ratio of highly qualified applicants to resident positions is approximately 20 to 1. While top dental graduates from the two dental schools in Ontario comprise a fair proportion of those admitted to the graduate orthodontic program, successful applications have come from every Canadian Province, the United States as well as Europe, Australia, Africa, and Asia. The University of Western Ontario and its affiliated colleges offer an exceptional international student climate with rich cultural diversity, to the benefit of all graduate and undergraduate students.

The Western graduate orthodontic program commences the first week of June. The first year residents complete a very comprehensive pre-clinical technique course in biomechanics in 10 weeks. During the same period they are taking and analyzing orthodontic records for their 70 assigned pediatric and adult cases. After preparation, all cases will be presented in seminar for treatment approval by the supervising clinical instructors. Clinical practice commences in September with clinical sessions on a weekly, bi-weekly or



monthly basis. Each clinic session is preceded by a clinical seminar. A variety of orthodontic appliances and bracket systems are used in the clinic, offering the residents a broad clinical experience. The graduate students are encouraged to use as many systems as possible. That experience will give them the perspective to pick and choose from the strengths of each system. In addition to their 70 initially assigned cases, residents gain experience from a number of transfer and retention cases as well.

The student attrition rate is zero and all residents have successfully completed their clinical assignments and defended their respective thesis within the normal duration of the graduate orthodontics program. All residents have met the requirements for fellowship in the royal College of Dentists of Canada or those who opted to write Part II of the ABO exam did so without difficulties.

Each graduate orthodontic resident at UWO must commence a research project in the winter term of the first year of their residency as a partial fulfillment for their Master in Clinical Dentistry Degree. Graduate students can select from an array of topics in areas of clinical or basic science research. Areas of interest include cranio-facial growth and development, biomechanics, dental materials, epidemiology, skeletal biology and clinical microbiology.



Standing left to right: Dr. Paul Glasser; Dr. Daniel Dagasso, Dr. John Murray, Mrs. Patricia Vanin, Dr. Zachary Williams, Dr. Antonios Mamandras, Mrs. Barbara Merner, Dr. Ali Tassi, Dr. Alison Stefanuto, Dr. Sherri Leung, Dr. Mathew Tse and Dr. Stevan Ma. **Seated** left to right: Dr. Angie Laliberte, Mrs. Evelyn Larios, Mrs. JoAnn Pfaff and Dr. Mary Ellen Polymeris

CONTINUED ON PAGE 8...

The Division of Graduate Orthodontics at the University of Western Ontario is very fortunate to have the support of dedicated and experienced Clinical Faculty that include.

A.H. Mamandras, DDS, MSc
(Chairman and Program Director)
A. Tassi, DDS, MCID (Clinic Director)
R. Beath, DDS, Dip. Ortho
D. Beaton, W.D.M., DDS, MSc.
L. Chumak, DDS, MCID
K. Coups-Smith, BSc, DDS, Dip. Ortho
T. Foley, DDS, MCID
M. Gross, Bsc, Bed, DDS, MCID
B. Hill, DDS, MCID
G. Keyes DDS, Dip. Ortho
A. Mair DDS, MCID
R. Marti DDS, MSc, Dip.Ortho, Dip. Pedo
J. Murray BA, DDS, MSc.
H. Nguyen BSc, DMD, Cert. Ortho
S. Palleck DDS, MCID
L. Redigonda, DDS, MCID
B. White DDS, Dip. Ortho
R. Voth DDS, MCID
N. Lalani DDS, MCID
R. Aynaciyani DDS, MCID
R. Shukla DDS, MCID
F. Inocencio, DDS, Dip. Ortho
W. Frydman, DDS, MSc
S. Hatibovic-Kofman, DDS, MSc, PhD
H. Lapointe, DDS, PhD
M. Shimiszu, BSc, DMD, MD, MSc,
FCD (C)

In addition to the Clinical Faculty the program is also supported by the following UWO fulltime faculty:

D. Banting, DDS, DDPH, MSc, PhD
F. Beir, PhD
R. Bohay, BMD, Dip. Oral. Rad.
T. Daley, BSc, DDS, MSc, Dip. ABOP
J. Dixon, BSc, MSc, DDS, Dip. Perio. PhD
C. Driessen, CBChD, HBChD, MSc, PhD
K. Galil, BDS, DOS, PhD, Cert. Perio
H. Goldberg, BSc, MPhil, PhD
G. Hunter, BSc, PhD
A. Rizkalla, BSc, MEng, PhD
H. Sandhu, BDS, PhD, Dip. Perio
W. Sequira, DDS, PhD

The graduate orthodontics students presently in the program are: class of 2011- Sherri Leung (McGill 2006); Alison Stefanuto (UWO 2006); Zachary Williams (Creighton 2005), Class of 2012 - Daniel Dagasso (UBC 1999); Steven Ma (U of A 2003) and Mary Ellen Polymeris (U of T 2007), Class of 2013 - Paul Glasser (UWO 2006); Angie Laliberte (U of Man 2007) and Mathew Tse (U of T 2007). The class of 2014 will commence June 6th 2011 and will be comprised of David Chambers (UWO 2004); Natalie Swoboda (UWO 2009) and Bhavana Sawhney (UWO 2004).

The UWO Orthodontic Alumni Association was formed in 1982 and has been holding biennial reunions since then. The 16th Alumni Reunion will be held in November 2012 in London, ON when the UWO Graduate Orthodontics Program will be celebrating its 40th anniversary. The relationship between the program and the Orthodontic Alumni Association is very strong. In fact for many years our alumni have maintained the highest percentage of participation in Western's alumni funding. This is an achievement of which we are all very proud. Many UWO Orthodontic Alumni members have served in organized orthodontics at national and international levels including the presidency of the Canadian Association of Orthodontists as well as the presidency of the constituents' societies of the American Association of Orthodontists.

More information about the graduate orthodontics program, the University of Western Ontario and the city of London, Ontario can be found at the following websites:

www.uwo.ca
www.schulich.uwo.ca/dentistry
www.london.ca

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Underwritten by AAO Insurance Company (AAOIC), exclusively for orthodontists.

- AAOIC is owned and managed by AAO members
- Occurrence and Claims-made coverages available
- Free claims-made lifetime coverages available
- Consent to settle provisions available
- Part-time, new graduate, faculty and risk management discounts available
- Only AAO members are eligible; no other specialists

*For a free
information kit,
please call*

1.800.622.0344

Council on Communications

DR. STEPHEN J. BELLI

Consumer Awareness Program (CAP) Free Consultation Coupon

The free consultation coupon program was launched February 1st and will continue until May 31st. Consumers are directed to the braces.org website where they can download a coupon for a free consultation along with a list of AAO orthodontists in their area. This voluntary program is designed to measure the effectiveness of the CAP. Experts on consumer behavior suggest that this is the most accurate way to measure the effectiveness. Members are encouraged to report redemptions monthly to the AAO. An in-depth study by Peters marketing research of select members is also being conducted.

Continuation of CAP

The 2011 House of Delegates will consider a Council resolution for a five-year assessment of \$650 per member per year to support the continuation of the AAO Consumer Awareness Program. A task force has been formed to study the manner in which the program is funded. Vs. funding of the program with possibly increasing the assessment.

Public Service Announcements

In May 2010 the AAO produced and released public service announcements to TV stations in the U.S. and Canada and radio stations in the U.S. They were released to 1,000 U.S. TV stations, 55 U.S. Cable stations, and 70 Canadian TV stations. On TV, there were over 25,000 broadcasts with an audience of over 200 million. There were over 50,000 radio broadcasts. The equivalent dollar values of the TV broadcasts alone were over three million dollars.

Outreach to Healthcare Organizations

The AAO is establishing a relationship

with the National Association of Pediatric Nurse Practitioners. The effort is intended to educate healthcare colleagues and their patients. The AAO is also reaching out to the Society for Physician Assistants in Pediatrics as well as the Hispanic Dental Association. The AAO has established a relationship with the American Academy of Pediatrics.

General Practitioner Task Force

The AAO has established a task force to explore ways to improve the AAO's relationship with general dentists in both the practice environment as well as the doctoral education program. We are considering putting together a series of lectures and DVD's that can be presented to dental students and dentists.

Online Marketing Toolkit

A section was recently added to the Online Advertising/Marketing Toolkit titled Web Content that includes a substantial list of AAO-created items that members may download for free and use on their practice Web sites. The toolkit is a catalogue showcasing the wide variety of materials to help members promote their practices. This includes print, online and radio advertising/public relations materials developed for the AAO's current "Puzzle" campaign as well as the previous "More Than A Smile" campaign. Many materials can be customized. The toolkit can be accessed after logging in to AAOinfo.org in the "My Practice" section, "Marketing" subsection.

AAO Brochures

The COC is reviewing the patient/consumer education brochures. All AAO brochures are available in PDF format for download from the "Resources" section of AAOinfo.org. They can now also be added to a

member's website. The Council is considering development of a number of new brochures including one on lasers in orthodontics.

Member and Patient Census Survey

The AAO will survey members in the first quarter of 2011 to gather information about members and the patients treated in calendar year 2010. This study is done every-other year. Members will be notified of the survey via e-mail and will be able to complete the study online. Members are encouraged to respond.

Meetings

The COC's winter meeting was held Dec. 2-3, 2010. The summer meeting is scheduled for July 22-23, 2011



Visit the Great Lakes
Association
of Orthodontists
website at
www.GLAO.org
for the most current
information on
GLAO activities.

Council on Governmental Affairs

DR. M. DONALD HAYES

The AAO Council of Government Affairs met in Washington D.C., January 24-25th 2011. At that meeting, our legislative council Patton Boggs members, Kevin O'Neill, John Jonas and Eugenia Edwards, gave an update on legislative healthcare issues. They discussed efforts underway to repeal-in whole, or in part, the "Obama Health Care" legislation, the "Red Flags Rule" and the 1099 submission requirement (that was subsequently repealed in early February). Additional Council discussion focused on the Congressional legislative priorities of the AAO and the Congressional Leave-Behind materials that were to be distributed later that week in Capital Hill visits.

Following the President's State of the Union Address, Patton Boggs sent council members their perspective on President Obama's agenda and how it might influence orthodontic concerns over the remainder of his term in office. They believe his policies will move more towards the center with his support leaning towards those issues with broad bipartisan support, which connect with the American public and use his Executive power to implement other elements of his agenda through Executive Orders and Regulations.

The economy and the high unemployment rate will continue to be the story that directly affects

orthodontic demand over the next few years. As jobs are lost in the US and created elsewhere in the world, and the dollar is threatened to lose its position as the reserve currency of the world, public confidence in longer-term financial commitments, such as orthodontic care, declines. The way the Federal government manages the increasing Federal debt and deficit spending must change. The President believes that creating jobs through green-energy initiatives, for example, may provide a way to demonstrate that good days still lie ahead, but controlling the money supply is paramount. Even despite the results of the mid-term elections, it is believed that over the next couple of years, any tax reform legislation ultimately considered by congress will, at least occur within the structure of the current income-based system, as opposed to wholesale replacement of the Tax Code with an alternative approach, such as national retail sales tax, value-added tax, or consumption tax.

Immediately following the COGA meeting, the AAO 2011 Professional Advocacy Conference began in Washington D.C. Attending from the Great Lakes region were Drs. Phillip Beckwith, Gregory Oppenhuizen and Ronald Hathaway. The meeting opened with former Speaker of the House, Newt Gingrich, speaking to the group. The Planning Committee COGA Chair, Dennis Hiller, opened the following day with welcoming remarks by AAO President Dr. Lee Graber and from our Legislative Counsel, Mr. Kevin O'Neill. Over the

course of the morning there were presentations by the following members of Congress: Rep. Jason Altmire(D-PA), Rep. Ron Kind(D-WI), Rep. Kevin Yoder(R-KS), Rep. Sam Graves (R-MO), Rep. Tom Price(R-GA), Rep. Paul Gosar (R-AZ), Rep. Chris Van Hollen(D-MD) and Sen. Mike Johanns(R-NE).

On Wednesday morning we had a presentation by Michael Graham, the ADA Senior Vice President for Government Affairs, preparing the Advocacy Conference attendees for the visit to their Senators and Representatives. Buses then departed for visits to Capital Hill where members met with their respective Congressmen to present the AAO's 2011 Legislative Agenda and provide informational leave-behind materials essential for our issues going forward. These efforts make a huge difference when problems or issues arise affecting our specialty. It is terribly important that we, as orthodontists, all support the AAO/PAC. It is through your generous contribution to the PAC that funding is available for the operation of the Council of Government Affairs to protect the interests of the orthodontic specialty as the debate on health care continues. Please remember to check the appropriate box on your next dues statement.

Council on Membership, Ethics & Judicial Concerns

DR. RICHARD MARCUS

The Council met in St. Louis on January 22, 2011. Here are some highlights of that Meeting and recent Council activities.

Ethics Column – The Council welcomed the efforts of our new AJO-DO editor, Dr Vince Kokich, in assigning Dr Peter Greco the task of writing a monthly column in the AJO-DO on ethics. COMEJC has set up a sub-committee to work with Dr Greco on suitable subject matter for future columns.

Application Process – COMEJC is working on the task of permitting electronic application for AAO membership. The guiding principles for this type of application will include making the electronic application consistent with the current paper application, and having the electronic application include the Principles of Ethics and Code of Professional Conduct, such that the prospective applicant must “accept” that the Principles and Code have been read and accepted.

Payment Options – In the past two years, the AAO has seen a steady increase from 500 to 1200 members taking advantage of the 3-month or 6-month payment options. The Council will be recommending an 11-month option payment option, in addition to the current 3 and 6-month options.

International Recruitment and Retention – One of the significant growth areas of the AAO is that of our International membership. In an effort to encourage greater International attendance at AAO annual meetings, the International Lounge at the Annual Session, will be upgraded.

COMEJC and CONYM Joint Meeting – The Board of Trustees directed these two Councils to consider the needs

and interests of our new “Gen Y” members. Both Councils met together to share their thoughts Amongst the issues considered, are:

- expanding the number of orthodontic programs provides the AAO an opportunity to increase its number of members
- Linked-In was reported to provide more layers of security, be more selective with members, and to have better and private discussion Boards
- more younger graduates are working in large dental groups, and the AAO will need to focus on these younger orthodontists to become members
- an AAO credit union could be helpful especially when it can assist with student loans
- the need to build trust between residents and the AAO from the date of admission of residents to ensure a lifetime commitment to the Association
- providing each new student member with an AAO e-mail address to assist in continual contact with the Residents

Transition from Student to Active Membership – COMEJC will be recommending one additional year of grace as a student member, plus the added grace time from graduation to the next June, before application to active membership. It is hoped that this will allow the AAO to keep our newly graduated members in the fold while they determine their future career options. Residents are often taking much longer to establish themselves, and this extension in grace time will help in this transition.

Reinstatement – COMEJC will be recommending that, to encourage lapsed AAO members to reinstate their membership, the current need to pay all back dues and assessments be dropped. Only a \$200 reinstatement fee would be required.

Council on New and Younger Members

DR. SCOTT SCHULZ

New Orthodontist/ Resident Conference at AAO Annual Session

Don't miss the New Orthodontist/ Resident Conference at the 2011 AAO Annual Session in Chicago. The speaker for this year's conference will be Dr. John McDonald, assisted by Joan Garbo, addressing “real life issues” of orthodontists dealing with staffing and marketing. The Sunday program will be two hours, and will be followed, as in the past, by a one-hour reception where attendees can interact and exchange ideas with the speaker and Council members. Tickets for \$20 for the lecture and reception and spouses are welcome to attend.

AAO Annual Session on Facebook

Go to AAOmembers.org, and click on the Annual Session Link. You'll find a Facebook link for the 2011 AAO Annual Session. “Like” the Facebook page and stay up to date on events at the Annual Session.

Planning on bringing the family to the AAO Annual Session? Be sure to check out Camp AAO Children's Program on the Annual Session Website. A number of exciting programs are available in Chicago for kids of all ages.

Council on Scientific Affairs

DR. NAN HATCH

The Council on Scientific Affairs (COSA) met via videoconference on January 7, 2011.

COSA reviewed 18 applications for the Hellman, Sicher, and Graber Awards. The following are the 2011 AAO Research Awards winners:

Milo Hellman Research Award to:
Dr. James Bradley Hudson from the University of Michigan for research titled *Local Delivery of Recombinant Osteoprotegerin Protein Prevents Post-Orthodontic Relapse*

Harry Sicher Research Award to:
Dr. Christopher C. Massey from Baylor College of Dentistry for research titled *The Effect of Force on Dentoalveolar Bone Surrounding Miniscrew Implants – A 3D μ CT Study*

Thomas M. Graber Award of Special Merit to:
Dr. Adam J. Ortega from Baylor College of Dentistry for research titled *Local Application of the Bisphosphonate Zoledronate for Maximum Anchorage During Extraction Space Closure*

Dr. Adam M. Timock from Oregon Health and Science University for research titled *Accuracy and Reliability of Buccal Bone Height and Thickness*

Measurements from Cone-Beam Computed Tomography Imaging

Dr. Phimon Atsawasuwan from the University of Illinois – Chicago for research titled *Ameloblastin Affects Cranial Suture Closure by Regulating MSX2 Expression*

Dr. Amirparviz R. Davoody from the University of Connecticut for research titled *Anchorage Control with Differential Moments and Mini-screws – A Prospective Randomized Clinical Trial*

COSA accepted 28 Oral Research applications, 389 E-Poster applications and 36 Table Clinic applications to be presented at the 2011 AAO Annual Session. There will be no hard copies of Posterboards displayed at Annual Session. E-Posters will be available for viewing during the Annual Session and for six months after the meeting.

The BOT has asked COSA to monitor research on orthodontic appliances and processes that could potentially change the doctor/patient relationship through “direct to consumer” products for orthodontic treatment, for the potential impact on the well-being of the patient. COSA members will review this directive at their meetings.

COSA continues to be involved with evidence based orthodontic research. Article citations are being added to the evidence based orthodontic research website on a regular basis. The website is found on the AAO website under the Resources tab.

COSA continues to monitor the orthodontic literature for articles to add to the Bisphosphonate website. The website is found on the AAO website under the Resources tab.

COSA’s next meeting is on Friday, May 13, 2011 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics and awarding the Joseph E. Johnson Table Clinic Award, moderating the Oral Research presentations and moderating the lectures given by the Hellman, Sicher and Graber Award winners.

COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 6, 2012.

Council on Insurance

DR. ERIC DELLINGER

The Council on Insurance is faced with extremely high losses in the traditional fee-for-service health insurance plan. Though this plan has traditionally been favored by Orthodontists for political and philosophical reasons, the low enrollment and high costs, conspire to push this choice out of reasonable

attainment for our Association. In the near future only 2 health plans will be available through the Association, both involving a high deductible and a more limited provider and service menu. In this method, the Association will continue to offer health insurance for those in need, but still maintain affordability within the

difficult constraints imposed by the current administrations insurance legislation fiasco. Members who are currently under prior plans will of course retain their “Grandfathered” status, and continue to enjoy the insurance they have come to rely on through the AAO.

Council on Orthodontic Education

DR. W. EUGENE ROBERTS

Since the GLAO Annual Meeting at the Breakers last September, COE has had their fall face-to-face meeting in St. Louis October 25, 2010. Dr. Leslie Will from Boston University is now the Chair of COE and she has proposed two major issues for COE to address:

- **American Association of Pediatrics:** We would like to have stronger links with them, and Dr. Graber has asked us to see whether we might provide them with any information or resources that would help them realize how we might partner with them. This topic will be discussed at our COE meeting in March, but if anyone has any resources or ideas in advance of that time, please send them along because the orthodontics profession could benefit from forging strong links between our two organizations.
- **Orthodontics Graduate Program Accreditation:** Based on our experience in HOD activities last year, a number of dental educators indicated they are opposed to developing stronger clinical accreditation for graduate orthodontics programs. However, there appears to be a differing opinion

among other educators. Dr. Will sent an e-mail to all the orthodontics chairs in October inquiring about their concerns. One resounding theme was that of standards — are we opening new programs with minimal standards that might bring the quality of our profession down?

Do we need tougher standards? Of course, no one seems to want tougher accreditation standards when they are being site visited, but is there some way we can move toward raising standards? Last year we proposed that students be required to prepare cases for the ABO initial certification exam, and that was turned down — perhaps in part because many directors don't want the ABO requirements driving our educational programs, but perhaps because they thought they could not be accomplished in two years. The challenge here is to attain a balance between what seems reasonable to the majority of chairs and directors and how high we can raise the standards. Current accreditation standards are so general and open to interpretation, orthodontic programs can teach as little, or as much as they like. For example, Standard 4-3.2 and 4-3.3 deal with the types of patients each student should experience. Is it reasonable to REQUIRE that each student treat a Class II patient? An

extraction patient? To both start and finish at least one patient?

It is currently possible to graduate without achieving any specific clinical requirements. Is that in the interest of the orthodontics profession?

Annual Dean's Luncheon at ADEA:

Dr. Ed Yen (PCSO), Dr. Al Weimer (RMSO), and Gene Roberts (GLAO) were responsible for organizing the program. As the Chair of the organizing committee, Dr. Yen took the lead in arranging the speaker: Professor Johann de Vries, Dean of the University of Adelaide in Adelaide, Australia. The topic is "Global Dental Education Marketplace: Survival and Success" and the luncheon lecture will be presented Sunday, March 13, 2011 from 12:30 p.m. – 2:00 p.m. at the Manchester Grand Hyatt San Diego, Room: Windsor BC. The AAO Dean's Luncheon is in conjunction with the 2011 American Dental Education Association (ADEA) Annual Session in San Diego, California. This annual lecture is an opportunity for the AAO to have a direct dialogue and interaction with the senior administrators of domestic and international dental schools.

ATTENTION:

The GLAO will be conducting electronic voting this year!
Watch your mail and e-mail for more information in the coming months.
Be sure the AAO has your personal email address on file!

Council on Orthodontic Health Care

DR. ROBERT J. BROWN

The Council on Orthodontic Health Care was called to order at the AAO Headquarters in St. Louis, Missouri on January 15, 2011 at 8:35 a.m. CDT. Present were: Dr. Paul McKenna, Chairman; Dr. Robert Brown; Dr. David Drake; Dr. Gregory Hoeltzel; Dr. William Kochenour; Dr. Robert MacLean; Dr. Robert Prince; Dr. Stephen Robirds; Dr. Norman Nagel, COHC Consultant; Dr. Gayle Glenn, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

Board Liaison Report

Dr. Gayle Glenn reported the following items and noted that she would provide input as agenda items were presented:

- Dr. Paul McKenna was re-elected to serve as COHC Chairman for 2011-2012.

Council on Communications (COC) Report

Dr. Bob Brown, COHC Liaison to COC reported the following initiatives undertaken by COC:

- The free consultation coupon initiative will launch February 1, 2011; the initiative is intended to drive potential patients to participating offices
- Social networking webinars will be conducted to educate members on their use
- Marketing materials that were developed to support the consumer awareness campaign are available for member use
- The council is reviewing all brochures to determine if revisions or discontinuance are in order; topics are being reviewed with thought toward creation of new brochures.

DBAS Report National Dental Benefits Conference (NDBC)

Ms. Sebaugh reported on her attendance at the NDBC sponsored by the American Dental Association and noted that topics presented that would lend help in staffing the Dental Benefits Advisory Service Hotline were as follows:

- Dental industry trends
- Dental fraud
- Scientific trends in evidence based dentistry

In addition, Ms. Sebaugh recommended that the conference be considered for Dr. Nagel's attendance. A number of members of the ADA Code Revision Committee were in attendance. The venue would offer a good opportunity for visibility and recognition.

AAO Member Hotline

The Dental Benefits Advisory Service (DBAS) Report was presented by Ms. Ann Sebaugh. The majority of Hotline calls continue to remain questions regarding coding or reimbursement issues. Hotline statistics were as follows:

- 43% of all calls relate to CDT coding issues
- 9% of all calls relate to medical coding issues
- <1% of all calls relate to electronic claims issues
- 15% of all calls relate to "other" issues
- 31% of all calls relate to reimbursement issues
- <1% of all calls relate to HIPAA issues

Ms. Sebaugh was requested to note call questions and responses in greater detail so that a possible question and

answer resource piece may be developed for use as a future member education tool.

AAO At-a-Glance Guide to CDT 2011-2012

Ms. Sebaugh presented the updated version of the AAO At-A-Glance Guide to CDT coding resource. The updated version will be re-posted on the AAO website.

Access to Care Craniofacial and Special Needs Task Force (CSN TF)

Ms. Sebaugh reported on the meeting of the Craniofacial and Special Needs Task Force and noted that one of the initiatives coming forth from the meeting would be that all AAO members participating in a craniofacial team will be listed on the AAO website.

AAO Donated Orthodontic Services (DOS) Program

Dr. Robirds reported that the AAO ATC Task Force had recently met via teleconference and provided the council with an overview of the status of the pilot programs.

Dr. Gayle Glenn noted that the AAO ATC Task Force recently requested additional program funding to underwrite more program coordinators' time. The additional time will help ensure that all orthodontists who have volunteered for the program will be provided with a case to treat.

The council noted that, based on historical information, the administrative costs of access to care programs supersedes the cost of actual care and that the AAO should encourage AAO members to provide pro bono care.

Council on Orthodontic Health Care

...CONTINUED FROM PAGE 14

National Association of Dental Plans (NADP) Meeting Report

Drs. Nagel and McKenna provided a report on their attendance at the NADP meeting in September, 2010. As in years past, the meeting offered an opportunity to interact with dentist/members of NADP and others in the insurance industry. The American Association of Orthodontists is recognized as a dental specialty with an interest in being a team player and partner.

COHC Consultant Report

Dr. Norman Nagel provided a comprehensive overview of all the meetings he has attended on behalf of AAO as well as the coding and insurance issues being addressed. In addition, Dr. Nagel provided input relative to potential benefits derived from attendance at the respective events.

Appreciation for Service

The council expressed thanks to the

AAO Board of Trustees for allowing Dr. Nagel to serve as Insurance Consultant. The council also expressed their thanks to Dr. Nagel for all his efforts and noted that he is now the face of orthodontists at many industry events.

Dr. McKenna thanked Dr. Greg Hoeltzel for his many years of service to the council and noted that he will be missed. Dr. McKenna thanked Dr. Glenn for her service and guidance as our Board liaison this past year.

Council on Orthodontic Practice

DR. MICHAEL SHERMAN

COOP is responsible for providing resources to AAO members to facilitate their practice of our specialty. Below is a brief summary of some of the initiatives that benefit each and every member of our association.

COOP helps our members who are completing their orthodontic residencies or those who are new to practice. The AAO Practice Opportunity Service (POS), assists members in the transition from residency to practice. The AAO's Practice Opportunities Online connects AAO member SEEKERS searching for an associateship, partnership or a practice with PROVIDERS offering these practice opportunities. And, this is a free service. COOP helps our members by providing webinar presentations, which include topics including practice management themes such as Navigating Practice Finances, Risk Management for Staff, and Infection Control. This is a wonderful resource for residents and active members. Also, COOP is considering a makeover for the AAO Office Design Manual

section of the members website which can benefit all of our members.

COOP provides our active members with materials and programs to enrich their practices. This past February (2011) COOP organized and hosted the "Orthodontist as CEO" conference in San Diego. COOP provides several webinars each year, which are of great value to orthodontists and their staff. We have been asked to evaluate a suggested periodontal protocol for orthodontists to reduce the risk exposure we may have when treating adult patients. With the changing demographics of the population in both America and Canada, COOP is considering programs to improve the "cultural competence" of our members. On behalf of the AAO, COOP provides our communities with resources such as a comprehensive brochure for school nurses on "Handling Orthodontic Emergencies" which is distributed to thousands of school nurses across the country.

On the topic of staff training, COOP has affiliated the AAO with two orthodontic assistant training

programs, which allows each of us to have uniquely trained employees who have expertise in orthodontics. With sufficient training these assistants can earn the credential of "Specialized Orthodontic Assistant" (SAO). COOP holds the "Orthodontic Staff Presentation Competition" at the AAO annual session providing our employees an opportunity to share their knowledge and to win \$1000 plus up to \$2500 travel expenses so that they may present their materials at the 2012 AAO annual session.. The AAO Orthodontic Staff Club provides their members with benefits as well.

On the sunset of your orthodontic career, COOP provides resources such as the annual Practice Transition Seminar at the AAO annual session and the opportunity to list for the purpose of selling your practice via the AAO POS.

On an ongoing basis, we at COOP is considering other initiatives, resources and programs to allow you to enjoy practicing the greatest specialty in dentistry, orthodontics.



SCOTT A. JAMIESON, D.D.S., M.S.

Active ABO Diplomates as of December, 2010: 4,858

ABO Unveils Renovated Offices and New Examination Center

A ribbon cutting ceremony was held on November 17, 2010, to commemorate the ABO's renovated office space and newly constructed examination center. ABO directors, examiners and staff along with representatives from AAO, CDABO and others were in attendance to celebrate this historic event.

Following the ceremony, the first clinical exams in the new testing center took place November 18 - 20, 2010. The customized state-of-the-art examination center allows the ABO to administer all exams more effectively, efficiently and frequently. The examination center offers 10 exam rooms wired for sound and video recording to allow monitoring of the exam process. All rooms are equipped with 22-inch dual monitors to allow easy viewing of digital records. In addition, the newly renovated office

space offers a more convenient and comfortable working environment for the examiners, who devote up to 15 hours a day to the examination process. Conference rooms, a computer lab, a fully equipped kitchen, and lockers are accessible to the examiners.

Exams will be offered every February, June and November with a fourth examination possible in 2012. The February exam will continue to be offered in Dallas, Texas, for 2011 and 2012 due to contractual obligations. A trial complete electronic case submission (with the exception of post-treatment casts) will be conducted at the June 2011 examination. The ABO anticipates examining 800 to 1,000 orthodontists annually at the new facility. The examination center is located within the AAO headquarters building and is conveniently located near the St. Louis Lambert International Airport. The ABO looks forward to utilizing this site to its fullest potential and with its continuing partnership with the AAO. When not in use, the examination center will be available to other dental certifying boards interested in renting the facility.

The inaugural exam yielded 35 new or recertified Diplomates. Of the 220 cases presented, 202 were complete, which is a 92% completion rate. Initial Certification Examination (ICE) examinees that just completed their residency, banked over 20 cases and because they completed at least four cases with one case having a DI of at least 20, they are able to mail in the remaining category cases.

ABO Clinical Examination

The last ABO Clinical Examination was held February 19 - 23, 2011 with 179 examinees scheduled. The examiner orientation and training was held on Friday, February 18th, with calibration on Saturday, February 20th. Exams were held Sunday through Tuesday with examiner departure on Tuesday evening, February 22nd, or Wednesday morning, February 23rd.

ABO Written Examination

The 2011 ABO Written Examination will be conducted during the week of April 19 - 22 at Pearson-VUE Computer Centers across the United States and Canada. There are currently 340 examinees registered for the exam.

2011 Annual Session in Chicago, Illinois

The ABO Directors will arrive on Tuesday, May 10th, 2011 with board meetings on Thursday and Friday. The Emeriti Breakfast and Ketcham Reception will be held on Monday, May 16th. The ABO President's Dinner will be held on Tuesday evening, May 17th.

Registration is Open for Upcoming ABO Clinical Examinations

Many AAO members who have Diplomate status with the ABO must recertify by 2012. Upcoming Clinical Examinations for Recertification, Initial Certification (ICE) and Beginning Certification will be offered at the new ABO testing facility in St. Louis. Registration deadlines are: March 15th (for the June 16 - 19, 2011 Clinical Examination) and August 15th (for the November 17 - 20, 2011 Clinical Examination). Register for the ABO Clinical Examination by calling the ABO Headquarters at: 314-432-6130.

2010 – 2011 ABO Board of Directors

Dr. Jeryl D. English
PRESIDENT
SWSO Director

Dr. Barry S. Briss
PRESIDENT-ELECT
NESO Director

Dr. Scott A. Jamieson
SECRETARY-TREASURER
GLAO Director

Dr. Marvin C. "Buddy" Kastrop
RMSO Director

Dr. Paul T. Castelein
MSO Director

Dr. Eladio DeLeon, Jr.
SAO Director

Dr. Steven A. Dugoni
PCSO Director

Dr. Chun-Hsi Chung
MASO Director

Dr. Peter M. Greco
IMMEDIATE PAST-PRESIDENT

**Registration deadlines near for June,
November 2011 ABO Clinical
Examinations**

Registration is open for two upcoming American Board of Orthodontics (ABO) Clinical Examinations. Orthodontists who have time-limited certificates and must recertify in 2011 or 2012, as well as those orthodontists who need to take the Initial Certification Examination or the Beginning Certification Examination, should register by March 15 for the examination that will be held June 16-19, 2011. The ABO will hold another examination Nov. 17-20, 2011; the registration deadline is Aug. 15. Both examinations will be held in the new ABO exam center in St. Louis, MO. Visit www.americanboardortho.com to register.



STEPHEN E. HERSHEY, D.D.S., M.S.

**AAOF Craniofacial Growth
Collections**

With AAOF support, nine of the eleven known collections of longitudinal craniofacial growth records in the U.S. And Canada have joined to create a Web site, www.aaoflegacycollection.org. The purpose is to make a representative sample of materials from the participating collections available for viewing and further investigation by clinicians, craniofacial investigators, students of human growth and interested members of the public.

These collections represent the work of hundreds of investigators and have been gathered, cataloged and studied over a period of more than seventy-five years, and the materials they contain are literally irreplaceable. Each of the collections is independent from the others and has pursued it's own sampling and data collection strategies. Available documentation of the growth process in the collections includes cephalometric films, hand-wrist films, dental radiographs, facial photographs and study casts as well as written records on the physical and educational development of children of varied ethnicities and growth patterns.



LEGACY 300

While continuing to support junior faculty, the AAOF will focus on support of the Craniofacial Growth Legacy Collections Project between now and December 31st. The goal is to raise \$1.5 million from no more than 300 pledgers (Legacy 300) restricted for this purpose at a minimum of \$5,000 to be redeemed over as many as five years.

Whether or not you have ever made a Continued Commitment to the Specialty in support of the AAO Foundation, you are invited to make a restricted gift for the Collections Project.

Pledges are welcome from individuals, alumni associations, others.

To pledge send an e-mail to aaofevp@aaortho.org, indicating the dollar amount (minimum of \$5,000), statement frequency (annually/quarterly) and payment duration (maximum of five years). Stipulate that the pledge is to be restricted to the Collections Project.

Please consider joining me and many of your colleagues in making this historical commitment to become one of the Legacy 300.

**Additional AAOF Information
Regarding:**

- The Awards Program
- Campaign updates
- Estate Planning and Planned Giving
- 2011 Silent Auction and Raffle
- And More...

may be found on the AAOF website at: aaofoundation.net or contact Robert Hazel at 800-424-2841 ext. 546 or aaofevp@aaortho.org

The College of Diplomates of the American Board of Orthodontics (CDABO) installed new officers and new councilors during its annual meeting held last summer at The Samoset Resort in Rockport, Maine. I represent the Great Lakes Association of Orthodontists on the CDABO Council as president-elect.

At their members' business meeting in July CDABO members passed a resolution that broadens the councilor selection process to include constituent input. Annually a letter will be sent to the constituency president and executive director from which a councilor will be elected announcing the next open position

and requesting CVs of those interested in standing for nomination.

NEW: DVDs of their annual meeting lectures will be available to members. *Diplomate* newsletter will transition to an electronic version over the next year.

CDABO will hold their annual luncheon on Saturday, May 14th and their Resident Case Display program Sunday - Tuesday, May 15-17 at the 2011 AAO Annual Session in Chicago.

The 2011 CDABO Annual Meeting will be held July 15-19, 2011 at The Lodge at Torrey Pines in La Jolla,

California. The theme of the scientific program is:

Trends in Clinical Practice: Envisioning the Future

Speakers include:

Dr. Robert Vanarsdall

Dr. Greg J. Huang

Dr. Dirk Wiechmann

Dr. Peter Ngan

Dr. William R. Proffit

Dr. R. Scott Conley

Dr. Jim Hartsfield

Dr. Tiziano Baccetti

Registration materials for the summer meeting will be mailed to CDABO members in the spring.

AAOPAC NEWS

BY DR. RICK PFEFFER

The AAOPAC had another successful year in fund raising and supporting winning candidates. The AAOPAC raised slightly less than the previous year. The reasons for the slight downturn in donations could probably be explained by the economy. The AAOPAC and COGA met jointly in Washington, DC in conjunction with the Advocacy Conference. We were addressed by former Speaker Newt Gingrich and many Congressmen and Senators. The last day of the conference was devoted to Capitol Hill visits where we carried the message of the AAO to our legislators. To sum up the position of the AAO is to say that we are pro small business and pro profession.

In the 2010 election cycle, 24 of 27 (90%) candidates that the PAC supported in decided Senate races won their elections. Additionally, 62 of 76 (82%) candidates that the PAC supported in decided House races won their elections. Overall, the PAC enjoyed an 83% winning percentage across 102 Congressional candidates.

Additional information on the PAC's contributions:

- 18 of 23 (78%) Democrats the PAC supported in the 2010 election cycle won their races
 - o 3 of 3 (100%) in the Senate
 - o 15 of 20 (75%) in the House
- 68 of 80 (85%) Republicans the PAC supported in the election cycle won
 - o 21 of 24 (91%) in the Senate
 - o 47 of 56 (87%) in the House

The goal of our PAC is to raise a million dollars in a two year election cycle. We have hired a consultant, John Hancock, to help in this endeavor. We have also identified state liaisons who will be the point persons within each state. They are: Dr. Greg Oppenheizen, Michigan; Dr. Phil Beckwith, Ohio; Dr. Aaron Dellinger, Indiana, and Dr. Rick Pfeffer, Western Pennsylvania. We are starting to become an effective

lobbying force on Capitol Hill. We have definitely achieved some success and with a more pro business House of Representatives, I expect more success in the future, but we need your help. We have been successful in eliminating our profession from the Red Flag rules which would have required us to develop an identity protection program because we extend credit to our patients. We have been successful in adding our voice to the choir for the elimination of the 1099 requirement which would have meant anyone receiving over \$600.00 per year getting a 1099. This would have been a paperwork nightmare for our practices. We are also advocating raising the limit in Flexible Spending Accounts (new bill would lower it to \$2500.00 per year). Over 60% of our patients use these accounts to help pay for their orthodontic treatment.

Please consider contributing to the PAC at some level. We need to build relationships now, rather than later, because it is better to be at the table, than on the table.



Indiana Association of Orthodontists

DR. ANTHONY M. PUNTILLO

The IAO in conjunction with the Indiana University Orthodontic Alumni Association had its annual meeting Friday, March 4th. The Conference was held in Indianapolis and featured Drs. John Jin-Jong Lin and Chris Chang, discussing “Whole Arch Distalization” and “Tough Impacted Cuspids Made Easy.”

If you are interested in attending any future meetings please contact Karen Jones in the Alumni Office, 317-274-8959.



Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN

The MAO has had a busy winter. We are currently preparing for our annual MAO meeting that will be held at Grand Hotel on Mackinac Island. The featured speakers will be Dr. Lysle Johnston and Dr. Rolf (Buzz) Behrents. The meeting will be Friday, June 17th. The MAO is opening registration for non-MAO members. The cost for MAO members is \$275 per person and \$300 for non-MAO members. There will be a block of rooms at Grand Hotel held until May 17th. Room rates are based on the Modified American Plan and

include a full breakfast and dinner each day. Rooms are available in in three categories. Category I (\$195 per person), category II (\$235 per person) and category III (\$300 per person). These rates are based on double occupancy. Mackinac Island is an island located in Lake Huron, between the state’s Upper and Lower Peninsulas. Motorized vehicles have been prohibited on the island since 1898. Travel on the island is either by foot, bicycle or horse-drawn carriage. This island offers many unique features. It is a great place to bring your family. For more information on the Island you can check it out at www.mackinacisland.org If you are interested in registering for the meeting please contact our executive secretary, Mandy Tomich, at mandy@dodakjohson.com Don’t miss this amazing meeting!

The MAO board has approved a motion to commit \$10,000 of our funds to the new AAO credit union. The MAO also encourages all other components to consider supporting the AAO credit union.

We continue to have MAO board members attend the Michigan Board of Dentistry meetings in order to keep a presence at the legislative level. This allows the membership to follow changes in the legislation related to dentistry and our specialty. We are working with legislators in an effort to address dental specialty advertising by general practitioners. There are many allegations every year but the route through the allegation process is very long and circuitous. We are trying to make the process more streamlined in order to decrease the number of recurring offenders.

The board has also set the examiners for the Michigan Orthodontic Specialty Exam. The Orthodontic Specialty exam will take place in June at the University of Detroit Mercy Dental School. Members of our organization continue to serve as

examiners. We appreciate the time and expertise they give to this important event. We are fortunate to have such an active role in our professions future clinicians.

The MAO voted unanimously to accept eight new members: Dr. Sarah Wentzel, Dr. Tracie Resler, Dr. Fangbin Sun, Dr. Alan Joseph Ker, Dr. David Havens, Dr. Jennifer Mertz, Dr. Edward Grubaugh and Dr. Jason Charnley. We are pleased to welcome these new members and encourage them to become actively involved in our association.

As always, I can be reached at jcweedden@umich.edu.



Ohio Association of Orthodontists

DR. PHILLIP J. BECKWITH

Outgoing **Ohio Association of Orthodontists** president, Dr. Denny Johnson, did a superb job of reorganizing the component, and in doing so established the possibility of a stronger, more active and more vibrant organization in the future.

Our current President, Dr. Chris Roberts, is already moving quickly to continue the positive momentum.

Dr. Roberts is putting together a combined **OAO and Cleveland Society of Orthodontists** meeting in April. The venerable **CSO** is a large and powerful local society.

CONTINUED ON PAGE 20...



Ohio Association of Orthodontists

...CONTINUED FROM PAGE 19

Improving synergy between the OAO and the CSO will improve the OAO's ability to be representative of all Ohio Orthodontists.

The OAO has successfully negotiated a new management contract that will allow us to revitalize our treasury after a needed, but expensive, reorganization.

Dr. Roberts, his executive board and the membership are currently in the process of refining the OAO bylaws to insure continuity in leadership in the future.

The OAO's newly re-established executive board includes orthodontists who are also active in the **Ohio Dental Association**. Our goal is to establish a stronger presence in Ohio organized dentistry.

I look forward to reporting in the future that the OAO has continued to grow and develop into an even more active and influential professional organization.



Ontario Association of Orthodontists

DR. JEFF BERGER

Dr. Graeme Hibberd
President

Dr. Julianne Peterson
Vice-President

Dr. Barry White
Secretary-Treasurer

Dr. Sheila Smith
Immediate Past President

Public Awareness Campaign - The OAO is currently waiting for a further update by the Schupp Corporation on the success of the OAO media campaign and how Schupp plan on increasing exposure of the OAO website on Google. Some members have expressed concerns regarding the value of engaging Schupp.

The **Royal College of Dental Surgeons of Ontario** (RCDSO) has indicated that it will lift the moratorium on CBCT by the end of 2011. Dentists, in Ontario,

can own the equipment but will have to take a special course to obtain a license along with an initial and annual fee.

The Ontario Dental Assistants Association (ODAA) is planning to establish its own college by 2013. You **must cooperate** if the *College of Dental Hygienists of Ontario* (CDHO) decides to audit your office, via your hygienists.

Bill 168, *An Act to amend the Occupational Health and Safety Act (OSHA) with respect to violence and harassment in the workplace and other matters*, came into effect June 15, 2010. Workplaces in Ontario with *more than five workers* are now required to have the necessary policies, programs, measures and procedures in place. The OAO Board is evaluating how it can best assist its membership with additional information to that already provided by the RCDSO in the Dispatch publications.

The National Dental Specialties Organization (NDSO) is currently in the process of being formed and will represent specialists to the Canadian Dental Association.

GLAO now has the OAO website link on the Components page. The OAO is working on a reciprocal arrangement.

Consider Serving the GLAO in a Leadership Capacity!

As positions become available, the membership will be notified via email. Members may also visit the GLAO website for postings of available positions and their descriptions: www.GLAO.org. For more information, contact the GLAO office at GLAO@AssnOffices.com or 877-274-6420.

We encourage you to **GET INVOLVED IN THE GLAO!**

There is Risk in Allowing Patients to Dictate Treatment

...CONTINUED FROM PAGE 6

allowed the patient to dictate treatment resulted in litigation. It took two years to resolve and she settled for nearly \$25,000.

Case # 2: A 12-year old patient presented with a Class III malocclusion, undersized upper teeth and a diastema. Her Phase I treatment had been completed by another doctor. For Phase II, the second orthodontist recommended leaving spaces between the upper laterals and canines because of the mild tooth size discrepancy and the Class III growth pattern. He explained to the mother that over-retracting the teeth would produce an under bite and potentially create TMJ problems. He recommended bonding after treatment was complete. The mother insisted that all upper spaces be closed. One year later, as the spaces closed, the patient began complaining of TMJ pain. The orthodontist recommended re-opening the anterior spaces to allow the mandible to re-posture forward and relieve the posterior displacement of the mandibular condyles in the fossa. The mother finally agreed to the insured's treatment plan, the treatment was reversed and the patient's pain abated. She made a claim for inappropriate treatment.

Case # 3: The 18-year old patient had horizontally impacted maxillary canines overlaying the lateral incisor roots, causing resorption. Insured recommended extracting the canines and providing a bridge; the mother insisted the doctor continue to bring the canines into the arch. The orthodontist and an oral surgeon monitored the area of the impacted teeth carefully. Bone loss was a problem, and the necessary bone regeneration did not occur. The patient eventually lost 4-5 teeth

including laterals, bicuspid, and the impacted canines. The mother filed a lawsuit alleging negligent orthodontic treatment.

Why would an orthodontist choose to allow a patient or parent to dictate treatment? As one insured stated in his claim, "... he knew the patient's treatment request would not work but he complied 'just to show her'." When the outcome was unsuccessful, as he knew it would be, he was surprised that she filed a claim against him. Some doctors may be inclined to agree to the patient's wishes because they fear losing business. If this is your motivation, please reconsider. By not letting go of such business, you may be gaining a malpractice claim for a treatment that is likely to result in poor outcome, which today is support for a claim.

Planning and managing the treatment is the doctor's job, not the patient's. The orthodontist is the professional, with the education and experience. If your patient demands treatment with which you disagree, it should be declined. There is no defense if an ineffective treatment is performed. The damages in our claims range from minor bite problems which can easily be adjusted, to inappropriate loss of teeth, to allegations of serious TMJ pain. The fact that the patient demanded the treatment will not insulate the doctor from responsibility for the outcome. The law will hold the professional responsible, even if the patient dictated the treatment.

This article is brought to you by the AAO Insurance Company (AAOIC, a Risk Retention Group). Elizabeth Franklin, claims manager for AAOIC prepared this article.

GLAO Calendar of Events

2011

September 15 - 18
MASO/GLAO
Joint Annual Session
Wyndham Grand
Pittsburgh Downtown
Pittsburgh, PA

2012

October 11 - 14
GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN

2013

September 26 - 29
GLAO/RMSO
Joint Annual Session
The Broadmoor
Colorado Springs, CO

2014

September 11 - 13
GLAO/MSO
Joint Annual Session
Chicago Hilton
Chicago, IL

ATTENTION Members:

If you know a spouse of a deceased GLAO member who would be interested in receiving GLAO newsletters and Annual Session invitations, please contact the GLAO office and provide their mailing address and email address. The GLAO recognizes that these individuals have become part of the GLAO family and may wish to continue to receive communications. GLAO spouses of deceased members are invited to attend the GLAO Annual Session with complimentary meeting registration. You may email this information to GLAO@AssnOffices.com or call 877-274-6420.

GLAO LEADERSHIP



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AAO Council Representatives

Council on **Communications** Dr. Stephen J. Belli
Council on **Governmental Affairs** Dr. M. Donald Hayes
Council on **Insurance** Dr. Eric J. Dellinger
Council on **Membership, Ethics, and Judicial Concerns** Dr. Richard M. Marcus
Council on **Orthodontic Education** Dr. W. Eugene Roberts
Council on **Orthodontic Health Care** Dr. Robert J. Brown
Council on **Orthodontic Practice** Dr. Michael W. Sherman
Council on **Scientific Affairs** Dr. Nan Hatch
Council on **New and Younger Members** Dr. Scott O. Schulz

2011 GLAO Delegates & Alternate Delegates

DELEGATES

Dr. Dale Anne Featheringham
Dr. Robert F. Good, II
Dr. Jerry Hickman
Dr. Richard M. Marcus,
Delegation Chair
Dr. Gregory Oppenhuizen
Dr. W. Eugene Roberts
Dr. Michael W. Sherman

ALTERNATE DELEGATES

Dr. Phillip Beckwith
Dr. Stephen Belli
Dr. Aron Dellinger
Dr. Donald Hayes
Dr. Richard Pfeffer

Newly Retired Members

Dennis W. Hodge
David W. Hogan
William J. Koenig
Don E. Lahrman
John A. Rosevear
Sigrid Elaine Schwartz
Eugene H. Zylinski

Recently Deceased Members

Leo Wasserberger,
September 21, 2010

Olin E. Wyatt, Jr.
December 4, 2010

GLAO Membership

	Feb. 2011
Active	945
Affiliate	5
Service	1
Academic/ Foreign Trained	5
Honorary	2
Life Active	130
Retired	324
Total	1,412

New Active Members

Below are the New GLAO members since November 2010:

Azzam Aljundi
Mariela Anderson
Allison Bergdoll
Seth Ernstberger
Jillian Gordon
Russell J. Guymon
Steven Carl Iszkula
Manisha Jindal
Bradley Lands
Sean Marcy
Jeremy Molon
Brynn M. Pajtas

Vanessa Parris
Brandon Parrish
Laura Parrish
Letitia Randall
Derrick Robert Young
Mark Rosenblatt
Jamie Sage
Garry Solomon
Nathan Springer
Annelise Preslan Sullivan
Sarah E. Wentzel

Get Your Game On!

2011 MASO/GLAO Annual Session
September 15 – 18 ♦ Pittsburgh, PA

SCHEDULE-AT-A-GLANCE

Thursday, September 15

7:00 am – 11:30 pm GLAO & MASO Board of Directors Meetings
12:00 pm – 5:30 pm *Golf Outing
1:00 pm – 6:00 pm Registration Open / Exhibitor Set Up

Friday, September 16

7:30 am – 3:30 pm Exhibits Open with continental breakfast, breaks & lunch
7:30 am – 8:30 am Continental breakfast in Exhibit Hall
8:00 am – 12:00 pm **Staff Sessions**
8:30 am – 12:00 pm **Doctor Sessions**
12:00 pm – 1:30 pm ABO Certification Information Meeting
12:00 pm – 1:00 pm Ohio Association of Orthodontists Annual Meeting
12:00 pm – 1:00 pm MASO Delegation Meeting
1:30 pm – 3:00 pm **Doctor Session**
1:30 pm – 3:00 pm **Staff Session**
3:30 am – 4:30 pm GLAO & MASO Business Meetings
6:00 pm – 7:00 pm **Pep Rally / Welcome Reception** in the Exhibit Hall

Saturday, September 17

6:30 am – 7:30 am *Fun Run/Walk
7:30 am – 3:30 pm Exhibits Open with continental breakfast, breaks & lunch
8:00 am – 12:00 pm **Staff Sessions**
8:30 am – 12:00 pm **Doctor Sessions**
12:00 pm – 1:30 pm GLAO Past President's Luncheon (invitation only)
12:00 pm – 1:30 pm COE/Educator's Luncheon (invitation only)
1:30 pm – 4:30 pm **Staff Sessions**
1:30 pm – 4:30 pm **Doctor Sessions**
6:00pm – 10:00pm *Tailgate Party

Sunday, September 18

7:00 am – 8:00 am MASO Board Meeting
8:00 am – 10:00 am **Doctor Session**
8:30 am – 10:00 am **Staff Session**
10:30 am – 12:00 pm **Doctor and Staff Session**

* Additional registration required

CONFIRMED SPEAKERS

Doctor Speakers:

Dr. Renato Cocconi
Sponsored by Ormco

Dr. Don Deems
Dr. Mike Gunson

Co-sponsored by Dolphin Imaging

Dr. Sam King
Dr. Mike Lee

Dr. Jeffrey McClendon
Dr. Peter Nordland
Dr. Tim Tremont

Staff Speakers:

Dr. Lou Chmura
Dr. Don Deems

Ms. Leeann Peniche
Dr. Mark J. Perelmuter
Sponsored by Align Technology
Dr. Kevin Theroux
Ms. Linda Zepp
Sponsored by Align

Thanks to the following sponsors for their support:

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Online meeting registration will be available through the GLAO website soon! Go to www.GLAO.org for the latest information about the meeting or call the GLAO office at 877-274-6420.

HOTEL INFORMATION



The **Wyndham Grand Pittsburgh Downtown** will be the host hotel for the 2011 MASO/GLAO Annual Session. This iconic hotel delivers hospitality as dynamic and refreshing as the city's distinctive landscape, renowned arts community, growing global industries, and proud cultural heritage. At the Wyndham Grand Pittsburgh Downtown, you'll be at the gateway to everything Pittsburgh has to offer. Prominent nearby attractions include Point State Park and Pittsburgh's famed three rivers, Heinz Field (Pittsburgh Steelers), PNC Park (Pittsburgh Pirates), CONSOL Energy Center (Pittsburgh Penguins), Rivers Casino, the Duquesne Incline, Carnegie Museums of Pittsburgh, Heinz Hall, and Benedum Center for the Performing Arts. Options are limitless for shopping and dining downtown and throughout Pittsburgh's charming and diverse neighborhoods. A complimentary shuttle keeps you connected locally and the Pittsburgh International Airport is only 13 miles away.

PLAN NOW and make your hotel reservations at the Wyndham Grand Pittsburgh Downtown by calling 1-800-WYNDHAM and request the "MASO/GLAO Annual Meeting" group rate, go online at www.wyndham.com and enter the group code 09146781GR, or go to www.GLAO.org and click on the hotel reservations link provided. Reservations must be made by August 14th.



The Great Lakes Association of Orthodontists

17 South High Street, Suite 200
Columbus, OH 43215-3458

BE SURE TO MARK YOUR CALENDARS!

September 15 - 18, 2011



MASO/GLAO Joint Annual Session
Wyndham Grand Pittsburgh Downtown
Pittsburgh, PA

October 11 - 14, 2012



GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN