



Midwestern Society of Orthodontists

Electronic Newsletter Articles July 2018

A compilation of the news articles that were posted on the MSO web site in July 2018.

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MSO President's Greetings

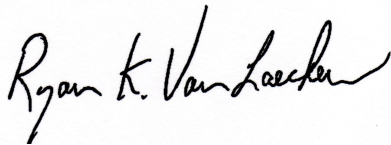
Greetings from South Dakota! I would like to introduce myself. I am **Ryan VanLaecken**, currently the President of the MSO. I practice in Northeast South Dakota with my brother, Rob. After practicing general dentistry for five years I returned to school (West Virginal University) to obtain my masters and certificate in orthodontics and have been practicing in South Dakota since 2002. I am extremely honored and humbled to serve as your president. What a great group of people we have in our MSO leadership and I am fortunate to serve with them.

I hope all of you have had an enjoyable summer, and are staying busy with your practices. I am writing you today to encourage everyone to consider attending the MSO annual meeting September 21-22 at the Radisson Blu in Minneapolis, MN. Our planning committee has put together a tremendous group of speakers with emphasis towards your staff. We are also trying something new this year with breakout sessions. These sessions will allow a speaker to focus on a specific topic for sixty minutes in a more hands-on way. It is our hope that your staff will be able to take these ideas back with them and be able to implement them on Monday morning if you so choose.

Also, the Radisson Blu is connected to the Mall of America so it allows your staff to enjoy their down time at one of the largest malls in the world. It would be a great way to give your staff a small reward for all their hard work during the summer. Check out the meeting brochure on our meetings page. I am positive everyone will find a speaker that interests them.

I wish all of you a wonderful relaxing summer and hope to see you in Minneapolis September 21-22.

Sincerely,



Ryan K. VanLaecken
2017 – 2018 MSO President

MSO Components

IOWA

Judith Demro, President

Suzanne Stock, President-Elect

Corey Conrad, Vice President

Clayton Parks, Secretary/ Treasurer

The 2017 ISO Annual Meeting was held at Hotel Vetro in Iowa City on October 8-9, 2017. Sunday's session featured lectures on a variety of interesting topics from the University of Iowa faculty. Monday's sessions featured Dr. **Eustaquio Araujo**. He discussed a variety of topics including the management of impactions, nonsurgical Class III treatment, 1 vs 2 phase treatment and treatment of hyperdivergent cases.

For more than a year, the Iowa Dental Board ("Board") has been analyzing its specialty advertising laws. At its January 2018 meeting and as a complete surprise to all those in attendance, the Board's conversation went from revising Iowa's specialty advertising laws to completely removing them. With that in mind, in early April 2018 the Board was only focused on one action item – rescinding/removing Iowa's specialty advertising laws. That, of course, would have allowed any Iowa dentist (general or specialist) to use the word "specialist" or other specialty terms in their advertisements. After several calls and emails with the Iowa Dental Board's Executive Director, the AAO's **Sean Murphy** was able to convince the Board to add a second option to the agenda – that would narrowly revise the dental specialty advertising regulation to only account for the American Board of Dental Specialty groups (implantology, anesthesia, oral medicine, orofacial pain). The Board agreed, and at the Board's April 2018 meeting, several orthodontists and Mr. Murphy made public comments to the Board, convincing them that revising Iowa's specialty advertising regulation was far better than removing it. The Board agreed unanimously and voted to put forward the proposed revision, which will now go through the typical rulemaking process (public comment period, etc.). The Iowa members in attendance were definitely delighted with the outcome and we are all very pleased with the AAO's efforts on this issue.

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ILLINOIS

For ISO news, check the news link at its website, www.isortho.org/News.aspx.

MANITOBA

Bobby Ward, President

Roger Moir, **Secretary/Treasurer**

Some of the recent highlights occurring in the Manitoba Orthodontic Society (MOS) are as following:

- The spring business meeting of the MOS occurred on Thursday, April 26, 2018.
- Much discussion occurred regarding the MOS focus groups re: General Dentists Misrepresenting Themselves as Specialist Orthodontists. Several recommendations were reviewed and further initiatives will be initiated i.e. local advertising campaign, etc.
- The fall business meeting is planned for October 2018.
- The Canadian Association of Orthodontics (CAO) 70th Annual session will be held in Vancouver, B.C. from September 6-8, 2018.

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For MOS news, check the news link at its website, www.mbbbraces.com

MINNESOTA

Cheryl Cermin, President

James Haack, President-elect

Estee Wang, Vice President

Heather Horton, Secretary/Treasurer

2018 was an eventful year for fellow Minnesotans! The MAO Annual Winter Meeting was Friday, January 5, 2018 at the Minneapolis Marriott City Center. The speaker for the doctor session was Dr. **Harry Legan** from Vanderbilt University. He shared his knowledge on *An Orthodontist's Airway Journey*. The staff program speaker was Mr. **Shane Langley** from 3M Oral Care on *Excellence in Direct Bonding*. At the MAO business meeting, Dr. **Donna Stenberg** (right) was awarded the Roger J. Fredsall Distinguished Service Award. Please join us in congratulating her!



MAO Executive Board meets year-round to continue planning and addressing critical issues that affect our fellow members. Be sure to check our website, mnortho.org for membership information and updates on events. We thank Dr. **David Resch** for his time in developing and maintaining the website.



Thanks to **Cheryl Cermin** on assuming the MAO presidency. She is pictured with out-going president, **Heather Carr**.



We would like to thank the current board members for their time in serving on behalf of our members. Dr. **Chad Kelly** (Program Committee), Dr. **Rosemary Lelich** (Education Committee), Dr. **Becky Maher** (Public and Professional Relations), Dr. **Chad Larson** (Membership Committee), Dr. **Scott Rensch** (Dental Care Plans), Dr. **Deb Lien** (Legislative and Regulatory Affairs), Dr. **Alisa Madson** (Constitution and Bylaws), and Dr. **Heather Carr** (Past President and Nominating Committee). We encourage members to contact the fellow board members with any concerns and hope you will consider serving on the board.

MAO was approved for the AAO CAP matching fund in September 2017. The MAO board hired a Minneapolis-based marketing firm, Ainsley Shea for state-level



marketing media coverage (in local newspapers and magazines) and worked with **Katie Maassen** at AAO for all digital and social media marketing. Marketing to consumers began in late October 2017. We started our Facebook page, developed the MAO logo, and did monthly monitoring of our ROI. In May 2018, since the state-level marketing appeared to have minimal impact, the MAO board decided to no longer utilize Ainsley Shea but to shift all remaining CAP funds to apply towards digital and social media sources for more effective impact on consumer awareness. MAO board will work closely with Katie to help plan and execute future digital CAP marketing for the state of Minnesota.



Dr. **Brent Larson** (left with MSO Delegation) was elected as AAO President at the AAO Annual Session in Washington, D.C. We are thankful for all his efforts in serving our profession at the state, regional and national levels. The 2019 AAO Winter Meeting will be held in Marco Island, Florida from January 25-27. The meeting will focus on Sleep Apnea. The 2019 AAO Annual Session will be held in Los Angeles from May 3-7. We hope

you will plan to attend!

Congratulations to two Minnesota orthodontists who received awards at the 2018 AAO Annual Session in Washington, D.C. Dr. **Steve Litton** (right with Coach K and Cathy Snyder) was the recipient of the James E. Brophy Distinguished Service Award from the AAO and Dr. **Brent Larson** received the Louise Ada Jarabak Memorial International Teachers and Research Award from the AAOF.



After the 2018 AAO Annual Session, Drs. **Todd Thayer, Deb Lien, Nellie Kim-Weroha, Brent Larson, Cheryl Cermin, Arnie Hill** and **Hani Hamdan** were Minnesota orthodontists who participated in the AAOPAC Advocacy Conference and lobbying on Capitol Hill. They lobbied to address issues on various topics from easing the burden on student loan debt for higher education students to improving healthcare policies for families.

We would like to thank Dr. **Deb Lien** for serving on the AAO Council of Governmental Affairs on behalf of MSO and for providing her talents to support the AAOPAC for Minnesota. For our state, Deb currently serves on MAO Legislative and Regulatory Affairs Committee along with Drs. **Donna Stenberg** and **Heather Horton**. They have done an outstanding job on behalf of MAO tirelessly meeting with the Minnesota Board of Dentistry to approve changes for Licensed Dental Assistants expanded functions and permitted duties. We encourage our members to attend the Minnesota Board of Dentistry meetings to have a voice as recognized specialist. We were fortunate to have

the AAO legal counsel working with our state to help oversee the events at the dental board meetings.

MAO is proud to co-sponsor the MSO Annual Session in Bloomington, Minnesota at the Radisson Blu Hotel at the Mall of America on September 20-21, 2018. Our current MSO President, Dr. **Ryan VanLacken** from South Dakota, **Kristi Burmeister** and the Planning Committee members have organized a wonderful meeting. We hope you will consider joining us and bring your team to learn and mingle with colleagues at the meeting!

Please join us in congratulating our own, Dr. **Kevin Denis**, who has taken on the role as MSO President-elect this year. We are looking forward to his leadership as he takes on the role of MSO President at the MSO meeting in Bloomington. We invite you all to join us for the MSO meeting for his year in Branson, Missouri in the fall of 2019. Excellent speakers are expected!

2019 MAO Annual Winter Meeting will be held in early January. Details will be available this fall on our website. We encourage everyone to “Like” our Minnesota Orthodontic Association Facebook page and share the content to your practice and personal Facebook pages. We hope you will join in working together for our national consumer awareness efforts to protect patients from harm, especially now, more than ever.

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MISSOURI

Mike LaFerla, President

Jeffrey Cavanaugh, Secretary/Treasurer

Neil Kanning, Past President

The advertisement rules were removed from the Missouri Dental Practice Act on April 19, 2018. This was determined to be detrimental to the public in Missouri. **Sean Murphy**, attorney for the AAO, spoke on behalf of the Midwestern Society of Orthodontists and Missouri orthodontists. Mr. Murphy and Missouri Dental Association and the Missouri Dental Board drafted a legislative amendment that strengthens Missouri's advertising laws and, as a result, protects the public. This language was added on short notice to amend the language of HB 1719, which passed in the final hours of Missouri's legislative session. The advertising language that was added is underlined on pages 98-100 in <https://house.mo.gov/billtracking/bills181/hlrbillspdf/4489H.05S.pdf>

President Dr. **Mike LaFerla**, had requested the AAO's help through the AAO Component Legal Support Fund and **Sean Murphy** worked tirelessly for the orthodontists of Missouri. Please tell Sean and your AAO leaders, thank you.

The next business meeting is planned during the Annual Session in Bloomington, Minnesota, September 21-22, 2018. Please look at www.msortho.org for information and please plan to attend. The Missouri component meeting will be September 21, between 12:45-1:15 pm in Bloomington. Please consider bringing your staff to the meeting, which is connected to the Mall of America.

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NORTH DAKOTA

Michiel Nuveen, President

Daniel Keith, Vice President

Jeremiah Danel, Secretary

Summer is here and that means we have finally survived May's sub-arctic temperatures! North Dakota is preparing for our Mission of Mercy to be held September 28-29 in Bismarck. This event brings over 75 dentists, 200 team members, and 300+ community volunteers to serve those in need. This event is still in its infancy for our state and it continues to grow in size and scope each year.

The North Dakota Society will be combining forces with South Dakota to put on a joint continuing education meeting in Sioux Falls in early 2019. Business meetings also will be conducted and our keynote speaker is yet-to-be-determined.

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SOUTH DAKOTA

Kevin Horner, President

Scott Wenande, President-Elect

John Kharouf, Secretary/Treasurer

The South Dakota Society of Orthodontics (SDSO) will be a co-sponsor and hold their 2018 annual meeting in conjunction with the MSO Annual Session in Bloomington in September. Our own Dr. **Ryan VanLacken** is the current president. We again encourage all SDSO orthodontists in the state to support the program. We will vote on SDSO bylaws membership changes to reflect changes made at the AAO level.



Dr. **Kevin Horner** and myself joined fellow MSO orthodontists and “hit the Hill” after the 2018 AAO Annual Session. We had the opportunity to meet with SD legislators Rep. Kristi Noam and Sen. John Thune to discuss student debt, medical device tax and small business tax reform issues. Pictured (l to r) John Kharouf, Representative Kristi Noam & Kevin Horner.

In a continued effort to have an annual state society meeting, Drs. **Dan Keith**, **Kevin Horner** and I are planning a joint CE Meeting for the spring of 2019 in Sioux Falls. The proposed program speaker has not been decided, so if you have anyone in particular who would fill a day program, please contact any of us!

John Kharouf

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WISCONSIN

David Mentz, President

Chip Bird, President-Elect

Doug Barden, Vice President

Todd Rash, Secretary/Treasurer

The WSO Spring Conference, April 20, 2018

The Edgewater Hotel in Madison

Our featured speaker was **Roger P. Levin**, DDS.

His presentation, *Referral Marketing – Your Ticket to Higher Ortho Production*, was enjoyed by all of the attendees.

WSO 2018 Fall Conference, September 28, 2018

Location: Blue Harbor Resort & Spa, 725 Blue Harbor Dr., Sheboygan

Registration to open soon!

Solving Complex Orthodontic and Interdisciplinary Cases Using Today's Technology by
Dr. Ilya Lipkin, Emerson, New Jersey

Today's technology offers us a multitude of possibilities when it comes to the diagnosis and treatment of interdisciplinary dental patients. Unlike our mentors' paper tracing VTOs and cutting stone models, newest technology like SureSmile, CBCT, TADs, Wilckodontics, aligners, 3D scanning/printing and a combination of any of those options makes planning and executing interdisciplinary treatment significantly more predictable along with substantial reduction in treatment time. This presentation will focus on complex orthodontic and interdisciplinary cases successfully treated utilizing the latest innovations in the 3D world.

Dr. Lipkin will discuss his use of TADs, Wilcko, lingual orthodontics, digital treatment planning, Propel, surgical cases and aligners. He may include a part on anterior esthetic guidelines as well as early tx (Phase I with TADs, aligners with Phase I, etc.).

LODGING INFORMATION

Contact the Blue Harbor Resort & Spa at 866-701-2583 or www.blueharborresort.com to reserve your room today! Indicate you are booking as part of group block Wisconsin Society of Orthodontists and use Reservation ID 7AW275

Room Rates: Thursday, September 27, 2018

\$109 Deluxe King

Reservation deadline: Tuesday, August 30, 2018

REGISTRATION FEES

WSO Members – Complimentary

Non-Members – \$500

REGISTRATION AND CANCELLATION POLICY

The deadline for registration is September 6, 2018. Registrations received after September 6, 2018 will be processed on site at the conference. All cancellations must be received by September 6, 2018 at the WSO office. No refunds will be made for cancellations postmarked or faxed after September 6, 2018
Refunds will not be given for no-shows.



Questions?

If you have questions regarding the WSO Conference, please contact the WSO office at 920-560-5626.

The new director to the MSO will be Dr. **Michael Maslowski**. In the picture are from left: Alan Ostertag, Scott Arbit and Michael Maslowski.

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Miscellaneous Articles

Klarsch receives 2018 Shepard Distinguished Service Award

The Midwestern Society of Orthodontists' Board of Directors unanimously selected Dr. James G. Klarsch of Des Peres, Missouri, as the recipient of the 2018 Earl E. Shepard Distinguished Service Award. This award recognizes a member of the MSO who exemplifies the ideals of the orthodontic profession, community and family. He received the award during the business meeting of the MSO in Bloomington, Minnesota in September.



Dr. Klarsch, a St. Louis native, received his Bachelor's degree, with Honors, from the University of Missouri at Columbia and was chosen to be a member of Mystical 7, the most prestigious Honor Society at MU. In 1984, he earned his Doctorate of Dental Surgery (DDS) "With Distinction" from the University of Missouri Kansas City School of Dentistry. There, he was inducted into Omicron Kappa Upsilon, the National Dental Honor Society.

Post-graduate work began with a General Practice Residency program at Southern Illinois University at Edwardsville School of Dental Medicine/St. Mary's Hospital. Dr. Klarsch then completed his post-graduate education in orthodontics at St. Louis University Center for Advanced Dental Education/Department of Orthodontics. Graduating at the top of his class, he received a Master of Science (MS) degree and has been practicing orthodontics since 1988.

Today, Dr. Klarsch is dedicated to his field with a thriving practice that is limited to the Specialty of Orthodontics for children, adolescents and adults. Also, he continues to train in and study about orthodontics in order to provide his patients the highest quality care. To this end, he is active in numerous dental organizations. Dr. Klarsch is an active member of the American Association of Orthodontists (AAO), the American Dental Association, the Missouri Dental Association and the Greater St. Louis Dental Society. He also served in several offices including president for the Missouri Society of Orthodontists and the Midwestern Society of Orthodontists. Additionally, he is a past board member of the Orthodontic Education and Research Foundation, and a past president of the St. Louis University Orthodontic Alumni Association. Dr. Klarsch served on the AAO Council on Communications. He is Board certified in the Specialty of Orthodontics and is a Diplomate of the American Board of Orthodontics.

At St. Louis University's Department of Orthodontics, Dr. Klarsch is shaping the future of orthodontics as a member of the clinical faculty, training students in the art and science of

orthodontics. He is also a member of the staff at the Cardinal Glennon Children's Hospital, where he volunteers his time and expertise on the craniofacial-cleft palate team.

Away from dentistry, Dr. Klarsch was elected to serve for two years as the Grand Knight of the St. Clement Knights of Columbus Council 13604 and earned the Star Council Award each year. He was the Cub Master for nine years of the St. Clement Cub Scout Pack 624.

Dr. Klarsch achieved the rank of Eagle Scout through the Boy Scouts of America. He is also the proud father of Austin and Daniel, his two sons who are both Eagle Scouts. He was inducted into his alma mater Ritenour Senior School's Hall of Fame.

Dr. Klarsch is a resident of Des Peres, Missouri. He and his wife, Betsy Klarsch, who have been married 25 years, are proud parents of daughter Mary, and sons Austin and Daniel. His hobbies are many outdoor activities including boating and skiing, as well as spending time with his family.

Congratulations to Jim for all of his activities, which exemplify the ideals of the orthodontic profession, community and family.

Graduate School Programs

UNIVERSITY OF IOWA

Another outstanding group of orthodontic residents is about to graduate! The class includes Drs. **Lina Alsibaie** (heading back to Illinois); **Sam Christensen** (staying in Des Moines); **Tom Crary** (returning home to Minnesota); **Austin Foster** (returning home to Des Moines); and **Nicholas Pappas** (returning to Virginia). They have worked hard and will be missed.

In early May, Dr. **Austin Foster** went to Washington, D.C. to advocate on behalf of legislation important to orthodontics. The AAO-PAC requested that an Iowan represent them on the trip. Dr. Foster volunteered because our legislators need to be informed about how we are affected by legislation in order to represent us effectively.

For the fifth year straight year the University of Iowa Orthodontic Department presented a winning case at the CDABO resident case competition. This year we received 4th place (Honorable Mention). For the prior three years (2015-2017), we came in 1st place, and in 2014, we came in 2nd place.

Dr. **David Jones** has been appointed as an examiner for the American Board of Orthodontics. This prestigious appointment by the ABO is reserved for elite orthodontists who have established themselves as leaders in the specialty. We are proud that Dr. Jones has received this recognition.

We will soon say goodbye to Dr. **Veerasathpurush Allareddy**, who will become the department chair at UIC in Chicago. We appreciate and respect Sath's wealth of knowledge and his research expertise, particularly with craniofacial patients, and we wish him the best!

Another personnel change is scheduled to happen in November of 2018. The long-time department administrative assistant – **Linda Keller** will retire. It has been a good job for a very long time (50 years to be exact). Retirement plans are vague at this time, but it is time for someone else to keep the Orthodontic Department moving forward!

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MAYO CLINIC

We concluded this academic year with the graduation of Dr. **Peini Zhu**. Dr. Zhu completed the defense of her graduate thesis earlier this spring. She and Dr. **Chad Rasmussen** are now in the process of preparing her manuscript for publication. Dr. Zhu presented three of her completed orthodontic cases at the ABO Student Case Display during the AAO Annual Session in Washington, D.C. She and her husband, Dr. **Michael Shen**, an endodontist, along with their brand new baby boy, born earlier this spring, will remain in the Rochester area for the present time.

Dr. **Paul J. Meyer** our second-year resident successfully completed the ABO written portion of his board certification process this spring. Dr. Meyer is ready to assume the duties and responsibilities of chief resident on July 1. During this upcoming year he will be completing his cases for evaluation, working to complete his research project and defend his thesis in the spring of 2019. During this time he also will be preparing for his comprehensive examination in December.

Dr. **Lesley Chu** has completed her first year and is ready to assume the duties of the second-year resident. Dr. Chu has selected her research topic, selected her thesis committee and is finalizing her research protocol. She will attend the Tweed Course in September.

Dr. **Abby Jewell** is our first-year resident who began her residency officially on July 1, 2018. Dr. Jewell has had a busy May and June. She and her husband are newlyweds. They both graduated from the University of Missouri – Kansas City this past May. Her husband, **Matthew**, will be practicing in Chatfield, Minnesota. Dr. Jewell is excited and ready to begin her graduate residency program. She is already planning to attend GORP this August.

We want to thank all of our Mayo alumni who attended our Mayo Clinic Alumni dinner at the AAO Annual Session in Washington, D.C. This is always a special time each year to reunite with former classmates and family members and to introduce our new residents and faculty to this outstanding group of individuals with a shared heritage. This year our residents were not able to attend as the entire Mayo Clinic Rochester was in the middle of training and implementation of our new Electronic Medical Record (Epic). We want to thank Dr. **Fred Regennitter** for being able to host this year's dinner.



A photo of some of those in attendance include (L to R) Dr. David Meyer, Mrs. Patricia Meyer, Dr. John Hirce, Dr. Arnie Hill, Dr. Deborah Lien, Dr. Steven Hechler, Mrs. Shirley Hill and Mrs. Leigh Ann Hechler.

We already are looking toward next year's alumni dinner as we gather to share Dr. **Brent Larson's** meeting in Los Angeles. Dr. Larson is a past faculty member and program director of the Mayo Clinic Orthodontic Graduate Program.

We want to thank everyone for their support of our graduate program and wish everyone an enjoyable summer. We are hoping to see many of you at the Midwestern Society of Orthodontists' Annual Session this September at the Radisson Blu Mall of America. It looks like an outstanding program for all. We heard that the shopping is not bad either!

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UNIVERSITY OF MINNESOTA

We are extremely proud to have our Division Director, Dr. **Brent Larson**, as our new president of the AAO. This is a great honor for Brent and a position that helps us stay current on issues facing our specialty. His leadership of the Division of Orthodontics has been a great asset to our faculty and students. His visibility in the profession and the public display of character demonstrate why the reputation of the department is at the highest level.

A new year of residents started June 25th at the University of Minnesota Division of Orthodontics. They are now seeing new patients and beginning to start care on patients. Our new class brings a diverse background from different schools. Dr. **Jennifer Bonamici** is from the University of Detroit. Dr. **Laruen Gerkowicz** is from Tufts University. Dr. **Alisha Holt** is from the University of Minnesota. Dr. **Brandon Seubert** is a past graduate from the University of Minnesota and recently comes from the Air Force. Dr. **Brian Spencer** is from the University of Minnesota. Dr. **Adam Sperl** is a past graduate from the University of Minnesota and comes from private practice. We are pleased to see their excitement and passion for learning orthodontics.

We are very proud of our recent graduating class of residents. They completed their research projects and left for different parts of the country. Dr. **Molly Dillon** is practicing in the Twin Cities west metro. Dr. **Dustin Ditch** is setting up his own private practice in Alexandria, Minn. Dr. **Hani Hamdan** is setting up his own private practice in the Twin Cities south metro. It is impressive to see two residents building their offices and starting their own practices as they finish the training. **Rachel Hoganson** has joined a practice in the Twin Cities metro. Dr. **Olga Kats** is returning to the Chicago area to join a private practice. Dr. **Amy Tasca** is joining our full-time orthodontic faculty at the University of Minnesota. We are very pleased to have her join the faculty with her general dentistry private practice experience, research experience and now, her orthodontic training. We know that she will be a tremendous asset to our faculty.

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UNIVERSITY OF MISSOURI - KANSAS CITY

It is with sadness and regret that we announce that Dr. **Laura Iwasaki**, the Leo Rodgers Chair of the Orthodontic Department and Dr. **Jeff Nickel**, the Program Director of the UMKC School of Dentistry, Advanced Education in Orthodontics & Dentofacial Orthopedics announced their resignations effective April 15, 2018. They have accepted and will be fulfilling the same positions at the Oregon Health & Science University School of Dentistry. They will be greatly missed, and we thank them for all they gave to the UMKC Orthodontic Program in the eleven years that they were a part of our school. We wish them well.

At the present time, Dr. **James W. Osborne** is the Interim Chair/Clinical Director of the AEO & DO program and Drs. **Michael Klein** and **Frank Crist** are serving as Co-Program Directors of the AEO & DO program.

New Program Director for UMKC Orthodontic Program:

The UMKC School of Dentistry, Advanced Education in Orthodontics and Dento-facial Orthopedics is pleased to announce that Dr. **Thikriat Al-Jewair** will join the faculty of the UMKC School of Dentistry as the Program Director, Orthodontics on September 1, 2018. Dr. Al-Jewair was the Program Director of Orthodontics at the State University of New York at Buffalo before accepting the position. She received her BDS in Dentistry from King Saud University in 2003. After completion of her dental education, she received an MBA in Management from the University College of Bahrain in 2006. She received a Certificate in Teaching & Learning from the American Dental Education Association in 2009, and a Certificate in Orthodontics from the State University of New York at Buffalo in 2012. After completion of her orthodontic education she completed a Fellowship in Orthodontics at SUNY, Buffalo while completing her MS in Orthodontics in 2013. She has served as the Program Director at SUNY, Buffalo since 2016. She will be a great addition to the UMKC School of Dentistry, Advanced Education in Orthodontics Program.

Our new residents will start on July 2 and we are looking forward to their participation in our program. Our new residents are:



Dr. Burt Kawamoto
Aiea, Hawaii
UMKC School of Dentistry



Dr. Collin Schlosser
Potsj, Missouri
UMKC School of Dentistry



Dr. Kendall Tada
Hilo, Hawaii
UMKC School of Dentistry

As the third-year residents move into the last six months of our program, (Drs. **Brad Chun**, **Alicia Griffin** and **Kevin Kaiser**) they are working hard to finish their patients, completing their research and preparing to defend their thesis for their MS degree. Their graduation will be December 14, 2018. Dr. Chun will be returning to Hawaii, Dr. Griffin will be returning to Texas and Dr. Kaiser will return to the St. Louis, Missouri area.

Our second-year residents (Drs. **Mary Becker**, **Kaylee Bergman** and **Laura Moore**) have been very busy with the early stages of treatment on all their patients and working with the instructors with the patients that they received as transfers from their big brother/sisters.

Hope everyone has a great summer.

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AAO and Associated Entities

AMERICAN ASSOCIATION OF ORTHODONTISTS FOUNDATION (AAOF)

AAOF LEADERSHIP UPDATE

In March, the AAOF was pleased to welcome **Jackie Bode** as our new Executive Director while wishing **Robert Hazel** a wonderful retirement after devoting 26 years into making the Foundation what it is today. Jackie brings significant development experience to the AAOF through her prior appointments. Most recently, as executive director and senior development manager for the Christian Hospital Foundation in St. Louis, she created an annual giving program that, over four years, saw a 539% increase in the fund balance. She founded a planned giving program and secured the Foundation's first planned gift of \$100,000 in 2017. She led that Foundation's largest-ever capital campaign, raising \$2 million to improve the cardiac catheterization lab. For the Washington University School of Medicine in St. Louis, Jackie led outreach that resulted in significant gifts to the Annual Fund by graduates of several disciplines.

At Annual Session, Robert was presented with the Blair Award. This award is given to someone who has made exceptional contributions to the furtherance of the mission and goals of the Foundation.

AWARDS PROGRAM

A total of 45 proposals were considered for funding in 2018. Six of the 45 proposals came from MSO and five were approved for funding.

MOVING FORWARD

At the Board of Directors meeting in February, several ad-hoc committees were established to review areas such as fundraising strategy and marketing of our programs along with staffing of the Foundation to accomplish this. Jackie could not be joining us at a better time with her strong background in marketing and experience in fundraising. The Foundation's mission

“to advance the orthodontic specialty by supporting quality education and research that leads to excellence in patient care. Foundation funding ensures the future viability of the specialty by investing in the next generation of educators and researchers”

remains at the forefront of our goal. To accomplish this, we must engage orthodontists of all ages in providing financial support to the Foundation. Calls are out to our faculty to direct efforts toward research that will have direct relevance to practicing orthodontists and assist us in the Foundation's vision, which is for

“patients to have access to innovative and effective orthodontic care provided by qualified orthodontic specialists.”

As we look ahead be prepared to participate in new fundraising efforts to enable this to occur.

FOR MORE INFORMATION

See the AAO Foundation website (www.aaofoundation.net) for more information, or contact **Jackie Bode**, at 800-424-2841, #ext. 546 (jbode@aaortho.org), or me at your convenience.

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AMERICAN ASSOCIATION OF ORTHODONTISTS POLITICAL ACTION COMMITTEE (AAOPAC)

The AAOPAC and the AAO Council on Governmental Affairs had an informal meeting during the AAO Annual Session in Washington, D.C. on May 8.

The AAO hosted its 2018 Professional Advocacy Conference in conjunction with the Annual Session. We planned it that way in an effort to take advantage of the fact that we had so many members already near Capitol Hill – allowing us to involve more AAO members in advocacy efforts, at less cost to the AAO. The results, as you can see from the attached survey responses, demonstrate that the members who participated thought it was a great value to both them and the AAO.

We were able to take the AAO's message to a record number of legislative offices while also effectively involving AAO members in the effort. Our hope and goal is to build on that effort and encourage AAO members to remain engaged at both the national level as well as the state level, where much of the recent advocacy efforts have been targeted.

The AAOPAC and the AAO Council on Governmental Affairs are scheduled to meet again in Washington, D.C., September 24-25, 2018.

Recent legislative activities affecting AAO members and our patients.

First, on July 24, the U.S. House of Representatives passed the Protect Medical Innovation Act (H.R. 184), an AAO-endorsed bill that would permanently repeal the medical device tax. See <https://www.aaoinfo.org/news/2018/07/medical-device-tax-repeal-passes-house>. As you may know, if the medical device tax is not repealed, it will most certainly affect each of our practices because we would be taxed for orthodontic appliances. Thus, we are working hard to see this legislation have success in the Senate as well.

Then, on July 25, the U.S. House of Representatives passed the Increasing Access to Lower Premium Plans and Expanding Health Savings Accounts Act of 2018 (H.R. 6311). See <https://www.aaoinfo.org/news/2018/07/house-representatives-passes-key-element-raise-act>. Included in the House's passage of H.R. 6311 is the AAO's own RAISE Act, which was originally introduced by Congressman **Steve Stivers** (R-OH), who relied heavily on AAO members' FSA experiences in sponsoring that legislation. If H.R. 6311 becomes law, an employee's hard-earned FSA contribution would stay theirs from year to year, for an amount up to three times the annual limit before needing to be spent down, thus changing the current "use it or lose it rule." If the Bill passes, imagine how many patients could use saved FSA contributions to pay for orthodontic care.

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AMERICAN BOARD OF ORTHODONTICS (ABO)

ABO Yearly Update:

- **Clinical Exam Update:** In January 2018, the ABO announced a change to the board certification process to a Scenario-based Oral Clinical Examination. This decision was based on extensive research, specialty board reviews and collaboration with industry leaders which identified the need to improve our testing methodology to better assess clinical competency and critical thinking skills. The new examination format will be composed of four domains for assessment. Benefits of the exam include improved testing methodology, tests critical thinking skills and clinical competency, removes unnecessary barriers and helps level the playing field.

The change was communicated via emails, an AAO podcast, and *AJODO* article. In addition, the ABO hosted Open House/Info Sessions during the 2018 AAO Annual Session in Washington D.C. which were very well attended. ABO directors were on-hand to answer questions on the examination and provided sample cases and a study guide for attendees' review. In addition a workshop for educators and advocates was held to provide additional details on the examination format.

Traditional Clinical Examination with case submission requirements will be offered by petition only in September 2018 and February 2019. The Scenario-based Oral Examination will be offered beginning with the February 2019 examination.

The ABO encourages examinees to continue to work through patient cases, and utilize the tools created by the ABO to assess care outcomes, including the Discrepancy Index (DI), Cast Radiograph Evaluation (CRE), Case Management Form (CMF) and Cephalometric Superimpositions.

The ABO conducted Clinical Examinations in both February and September 2017 as well as February 2018. A total of 335 examinees were certified or recertified at these exams. A complete listing of newly certified or recertified orthodontists by constituency can be found on the [ABO website](#). The following MSO candidates received initial certification at the February 2018 exam: Drs. **Jennifer Caplin**, **Jessica Fuller** and **Nicole Kim**.

Upcoming examination dates and fees are also listed on the website.

Please visit www.AmericanBoardOrtho.com for additional details on the above items.

- **Written Examination Update**
- The 2018 American Board of Orthodontics Written Examination was administered April 10-13, 2018, to 414 examinees at Pearson Vue Testing Centers throughout the United States and Canada. The reliability of the examination was 92%, with a 96% pass rate. The next Written Examination will be offered April 9-12, 2019. Eligible individuals may register for this exam beginning September 4, 2018.

- **Educational Update**
 - Elements of the educational toolkit have been updated to reflect the new Scenario-based Oral Clinical Examination, including:
 - Consumer Brochure
 - ABO Gauge Brochure
 - ABO Pyramid
 These items may be found on the ABO website and are password protected for use by board certified orthodontists.

 - The ABO launched new software to enhance the functionality of the ABO website. Benefits of the upgrade include enhanced orthodontist locator, ability to add professional head-shot to profile, ability to edit/add personal and practice information with unlimited offices, increased security, user specific dashboard notifications, view payment history, upload and track CE credits, print complimentary verification letter.

- **The College**
- The ABO and the College (CDABO) continue to collaborate on an ABO advocacy program with the goal to reach out and encourage ABO certification at all orthodontic residency programs. All 73 orthodontic programs have at least one volunteer advocate assigned to their school.

- **ABO at 2018 AAO Annual Session**
 The ABO Directors for the 2018-2019 year are as follows:
 Dr. **Larry Tadlock**, President, representing the Southwestern Society of Orthodontists
 Dr. **Nicholas Barone**, President-Elect, representing the Northeastern Society of Orthodontists
 Dr. **Valmy Kulbersh**, Secretary/Treasurer, representing the Great Lakes Association of Orthodontists
 Dr. **David Sabott**, Director, representing the Rocky Mountain Society of Orthodontists
 Dr. **Patrick Foley**, Director, representing the Midwestern Society of Orthodontists
 Dr. **Timothy Trulove**, Director, representing the Southern Association of Orthodontists

Dr. **Jae Hyun Park**, Director, representing the Pacific Coast Society of Orthodontists

Dr. **Roberto Hernandez-Orsini**, Director, representing the Middle Atlantic Society of Orthodontists

Dr. **Chun-Hsi Chung**, Immediate Past President, representing the Middle Atlantic Society of Orthodontists



The AAO House of Delegates confirmed Dr. **Roberto Hernandez-Orsini** as the new ABO Director representing the Middle Atlantic Society of Orthodontists.

The ABO presented the following recognition awards during the 2018 AAO Annual Session meeting in Washington, DC:

- Albert H. Ketcham Memorial Award: Dr. **Birte Melsen**
- Dale B. Wade Award of Excellence in Orthodontics: Dr. **Jeryl English**
- Earl E. and Wilma S. Shepard Distinguished Service Award: Drs. **Peter Greco** and **Richard Diemer**
- O.B. Vaughan Special Recognition Award: Dr. **Richard Kulbersh**

In addition to the Open House/Workshop outlining the new examination, the ABO manned an informational booth located outside of the Exhibit Hall, displaying ABO educational materials available to board certified orthodontists.

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COLLEGE OF DIPLOMATES OF THE AMERICAN BOARD OF ORTHODONTICS (CDABO)

The CDABO held several events at the 2018 AAO Annual Session in Washington, D.C. The CDABO Prep Course, Discrepancy Index and Cast-Radiograph Evaluation course to prepare members taking the ABO clinical portion of their board certification ABO Clinical Exam, was well attended. Dr. **Dan Rejman** taught the course. This prep course will always be offered at the AAO Annual Session.

The CDABO held their Annual Awards Luncheon for the ABO and honored five individuals for their dedication to the specialty of orthodontics. ABO Directors presented the 2018 Albert H. Ketcham Memorial Award to Dr. **Birte Melsen**. The 2018 Dale B. Wade Award of Excellence in Orthodontics was presented to Dr. **Jeryl English**; the Earl E. & Wilma S. Shepard Distinguished Service Award to Drs. **Peter Greco** and **Richard Diemer**; and O.B. Vaughan Special Recognition Award to Dr. **Richard Kulbersh**.

The College of Diplomates of the American Board of Orthodontics sponsors an award that recognizes the “best case” report published in the *American Journal of Orthodontics and Dentofacial Orthopedics* the prior year. The judges for this award are CDABO officers, and was presented by Dr. **Rolf Bhrents**, editor of the *AJODO*. The most outstanding 2017 case was authored by Dr. **Vanessa Parades-Gallardo**.

Out of 73 Orthodontic programs in the United States and Canada, 68 Graduate Orthodontic programs displayed 198 cases in The College’s Resident Case Display Program. The best Orthodontic Resident Case Report Awards were as follows:

- First Place: Rutgers University
- Second Place: University of Michigan
- Third Place: Saint Louis University
- Honorable Mentions: University of Iowa and New York University

CDABO’s 2017 39th Annual Reunion with Dr. **Paul Miller** as president was held July 7-11, 2017, in Squaw Valley at the Resort at Squaw Creek, Lake Tahoe, California. The meeting theme was *Controversies; Stability of The End Result*. Dr. **Wick Alexander** was the recipient of our College award, “Legends in Orthodontics.” Wick was honored for his outstanding contributions to our orthodontic profession and for his exceptional commitment and lifetime achievements in our profession. Speakers included Drs. **Wick Alexander, William Proffit, Jason Cope, Peter Buschang, Perry Opin, James Vaden** and **Gary Opin**. As a separate lecture for the staff, **Rich Arzaga**, CFP, CCIM, presented a lecture regarding *Investments*.

The CDABO Chairs at this meeting were: General Chair Dr. **Robert Vaught**; Scientific Chair, Dr. **Eric Dellinger**; Social Chair, Dr. **Seuss** and **Adeline Kassisieh**; Children’s Chair, Dr. **Dan** and **Julie Rejman**; Golf Chair, Dr. **Bruce Goldstein**; Logo Development and Fun Run Chair,

Dr. **John Carter**; Resident Attendance Program, Dr. **Peter Ngan**. A special thank you to these very talented individuals, and we would not have this great program without them.

The College Council, all of whom I also wish to thank for their help and support over this past year. As I said at the CDABO Welcome Breakfast, I have never worked with more professional, knowledgeable and talented individuals than our College Council.

The current CDABO Council are the following:

- **Terry Sobler**, President
- **Eric Dellinger**, President-Elect
- **Bruce Goldstein**, Secretary
- **Robert Vaught**, Treasurer
- **Dan Rejman**, Senior Councilor
- **Linda Rigali**, Junior Councilor
- **Paul E. Miller**, Immediate Past President
- **Perry Opin**, Parliamentarian
- **Howard Fine**, Editor of *The CDABO Bulletin*
- **Michael Guess**, Councilor at Large & Editor of *The Ezine* magazine
- **John Carter**, Historian
- **Bryn Cooper**, New & Younger Members

The prestigious CDABO Samir Bishara Award of Merit is given annually at the summer meeting to an outstanding College member who has gone "a step beyond" in service to the College and/or the orthodontic community with a 100% Commitment to Excellence. Dr. **Tom Skafidas** was honored with The College's prestigious Samir Bishara Award of Merit for his outstanding commitment to The College, and was presented by Dr. **Robert Vaught**.

The College's Residents Attendance Program (RAP) was developed with the purpose of bringing orthodontic residents to the College's Annual Summer Meeting. The College provides the lodging, food costs and registration fees for the residents. At this year's College Annual Summer Meeting nine residents were in attendance, and 221 total attendees. During this past year, The College has continued our Annual Awards Luncheon for the ABO, Prep Courses in Preparation for the ABO Board Certification Clinical Examination, Resident Attendance program (RAP) for our summer meeting, and Resident Case Display. The College also presents an Annual award that recognizes the "best case" report published in the *American Journal of Orthodontics and Dento-facial Orthopedics* the prior year. The judges for this award are CDABO officers.

CDABO/ABO Resident Advocacy Program has been implemented, as well as the CDABO Mentor Program, a special breakfast with a Case Presentation Speaker, updated our website, and we continue to recruit younger members. We have also implemented a program for spouses, when a CDABO member has been deceased, to continue to enjoy their annual fellowship with our members and friends of the College. There were 7 first

time attendees.

CDABO 2018 40th Annual Meeting with Dr. **Terry Sobler** as president will be held at Walt Disney World Resort in Lake Buena Vista, Florida from July 6-10, 2018. Theme of this meeting is *Stability and Failures: New Paradigm in Successful Outcomes*. The Scientific Chair is Dr. **Ravindra Nanda**.

Speakers will include: Drs. **Chun-Hsi Chung, Madhur Upadhyay, Flavio Uribe, Greg Huang, Sunil Kapila, Won Moon, Saran Huja, Pat Turley, Valmy Kulbersh, Jae Park** and **Neal Kravitz**. The CDABO recipient of our "Legend in Orthodontic" award will be Dr. **Ravindra Nanda**. Registration materials will be posted at www.cdabo.org.

The 41st 2019 Annual Meeting, July 12-16 with Dr. **Eric Dellinger** as president will be located in Nashville, Tennessee, the home of the Grand Ole Opry and the Country Music Hall of Fame. The theme of the meeting is *Facial Harmony*, and the venue will be the Gaylord Hotel next to the Grand Ole Opry. We will enjoy lectures by Drs. **Jason Cope, Straty Righellis** and **Scott Frey**. Their presentations will focus on TADs, accelerated orthodontic tooth movement and facial contouring.

The 42nd 2020 Annual Meeting, July 10-13 with Dr. **Bruce Goldstein** as president will be located in Coeur D'Alene, Idaho. Our scientific Chair, Dr. **Lee Graber**, is in the process of planning one of the most unique programs seen at any meeting. Each day we will dissect the most controversial topics in our field and will have experts, on different sides, debate each other. Non-board certified orthodontists can attend one time to evaluate the meeting and, hopefully, this will convince you to become board certified and join our family reunion. The annual meeting is family oriented, the scientific meeting is from 8am to 12pm and you spend the afternoon with your friends and family. Twelve CE credits are earned.

Special recognition to CDABO Executive Director **Scott Cant**, Executive Meeting Planner **Darrin Crittington** and Executive Secretary **Jan Beck** for their outstanding contributions.

See you at Disney World.

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COUNCIL ON COMMUNICATIONS (COC)

Consumer Awareness Program (CAP)

The CAP is now in its 13th year. Its purpose is to raise awareness among consumers about the benefits of orthodontic treatment provided by AAO orthodontists. This contributes to meeting the AAO's mission as stated in our Strategic Plan: to advance AAO members' success through education, advocacy and research that drive excellence in patient care.

CAP outreach includes paid messaging (advertising) and public relations (stories in the news media). Paid messages are delivered digitally using search engines (Google, Yahoo!, Bing), websites and social media ads. We also work with other online avenues to distribute more modern content; for example, we worked with BuzzFeed to develop three videos, which were released in the 2017-18 fiscal year. Those videos can be viewed here: buzzfeed.com/aaortho

The advantages of digital marketing are many. Vast amounts of data about consumers enable us to tailor and deliver messages to a variety of audience segments, based on gender, age, household income, whether there are children in the household, and an array of other factors.

Whether paid or unpaid, all messages drive consumers to aaoinfo.org where they can learn more about orthodontic treatment provided by AAO members, and then locate nearby AAO members through the "Find an Orthodontist" search.

Messaging is doing a phenomenal job of driving record numbers of traffic to the website. Here is a recap of FY 2017-18 results:

- 800+ million online ad impressions (an impression in digital advertising is the number of times an ad appears on a screen to a user)
- 120+ million unique consumers reached
- AAO ads appeared through search engines (Google, Yahoo!, Bing) more than 7 million times
- More than 50% of these ads appeared in searches for people who were Googling information on a direct-to-consumer orthodontic products
- "Likes" on consumer Facebook page grew by 2,500%
- 5.5+ million visits to the consumer website
- 75,000+ active searchers on the "Find an Orthodontist" feature on the consumer website

Getting visitors to the website is half the battle. The other half is giving them useful information. Our goal is that aaoinfo.org becomes "the" resource for consumers who have questions about orthodontic care. With that result in mind, the COC has enhanced the site's content. Blogs have been added, and they can be credited with significantly increasing the amount of time visitors spend on our site. Most recently we added *The*

Parent's Guide to Orthodontics – a comprehensive resource for parents that answers their questions before, during and after orthodontic treatment. A guide for adult orthodontics will be added to the site, and there are plans to increase the frequency of blog posts.

The “Find an Orthodontist” service has been enhanced, making consumers’ ability to contact AAO orthodontists nearly effortless. Based on search parameters, those who use “Find an Orthodontist” receive a list of AAO members. They can search through the list and gather phone numbers or click on members’ website links; they can also click a button to request an appointment, fill in a form, and the form is delivered to the member via their business e-mail address. If visitors are accessing “Find an Orthodontist” through a smart phone, they can click an icon and place a call to the orthodontist’s office. About 90% of website visitors come to the site via a mobile device.

How to Make the CAP Work for You

Here are a few simple steps you can take as an AAO member to make the CAP work for you.

- Make sure the AAO has your practice website address. The URL appears with your name and other contact information when you are “found” on “Find an Orthodontist”, and when it is clicked, it links to your website.
- Make sure the AAO has a business e-mail address on file. If an interested consumer wants to request an appointment through “Find an Orthodontist”, their completed form is delivered only to your business e-mail address.
- Follow the AAO’s consumer social media outlets (Facebook, Twitter, Instagram, YouTube).
- Share AAO-created content for consumers on your social media outlets and/or website.
- Make sure the AAO member logo appears “above the fold” on your practice website. (If you need files, login to [aaoinfo.org/members](https://www.aainfo.org/members) and go to <https://www.aainfo.org/practice-management/market-your-practice/member-logos>.)

2018-18 Plans

For the current fiscal year, plans call for:

- Optimizing overall digital marketing strategy
- Improving online ranking through SEO for free (organic) traffic
- Creating better user experience for website visitors – create content with the user in mind
- Adult’s Guide to Orthodontics
- Increase frequency of blog posts
- Restructuring of website content
- Improving consumer engagement and quality of experience
- Increasing usage of “Find an Orthodontist”

- Agility in messaging – testing to see what resonates with consumers
- Better inform members of how CAP is working for them
- Public Service Announcement – Donated Orthodontic Services
- A series of TV and radio public service announcements (PSAs) on the AAO's Donated Orthodontic Services Program have been produced and are expected to be distributed to stations in July, pending reviews.

The PSAs will promote the DOS program, discourage people from attempting to move their own teeth, and raise awareness of orthodontic care and AAO orthodontists. Shining a light on pro bono work provided by DOS volunteers will position orthodontists as caring members of their communities whose concern extends to the well-being of children who could not otherwise afford orthodontic treatment.

Upcoming Meetings

The COC meets monthly via telephone conference call. A face-to-face meeting will be held in St. Louis December 7-8, 2018.

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COUNCIL ON ORTHODONTIC EDUCATION (COE)

Dr. **Ken Dillehay**, BOT Liaison to the Council on Orthodontic Education (COE), reported that the Board voted to reinstate the Faculty Fellowship Award Program for a 3-year period beginning in 2019. Of the 20 former Fellows who previously received fellowship awards, all but one has remained in academics. The remaining 19 orthodontic faculty members have generated 153 years of teaching and current indicators suggest they will stay in orthodontic program settings for the foreseeable future. Other AAO-funded Fellowships have similar successful outcomes to help address the faculty shortage, but more positions exist than are filled. This trend is anticipated to worsen.

This spring the American Board of Orthodontics announced changes in the clinical examination process. Scenario-based examinations will improve the Board's ability to assess clinical proficiency and critical thinking skills. Scenario-based testing is utilized by several other medical and dental specialty boards. The new examination design will require an orthodontist be proficient in four key domain areas: data gathering and diagnosis, treatment objectives and planning, treatment implementation and management, and critical analysis and outcomes assessment. The ABO has included a one-year transition period prior to fully implementing the new design for the February 2019 clinical examination. The Board will continue to provide guidance to educators including those graduate programs located in the MSO region.

The 2018 Rolf G. Behrents Educational Leadership Conference Society of Educators (SOE) was recently held in conjunction with the AAO 2018 Annual Session. This was a well-planned and excellent conference with over a 100 of the nation's orthodontic educators in attendance. **Steven Siegel**, University of Maryland and AAO Trustee and **Kelton Stewart**, SOE President-Elect, Indiana University, discussed important revisions to the CODA accreditation standards that are being proposed. These included establishing a minimum FTE per resident for clinic coverage as well as updating mandatory experience in contemporary appliances (aligners) and procedures (TADs/lasers). This discussion is in the very early stages and likely a topic at the Fall MSO Educator's Conference to be held at the Radisson Blu Mall of America, September 22, 2018 in conjunction with the MSO meeting.

Lastly, CODA recently communicated to its communities of interest that it will refer to all advanced dental education disciplines as advanced education programs. This includes orthodontics and dentofacial orthopedics. As a result, it has removed *specialty* terminology from the standards and website. Speaking on behalf of the AAO, President **Brent Larson** noted, "This is really a clarification to avoid a misunderstanding of CODA's role. CODA is responsible for accrediting dental education programs of all types and does not, and has not, been responsible for recognizing specialties." It should be noted that the AAO has strongly advocated the position that a licensed dentist seeking specialty recognition must have successfully completed an advanced education program of at least two full-time academic years, and that the program be accredited by an agency that is recognized by the United States Department of Education.

Please don't hesitate to contact me if you have COE questions or comments.

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COUNCIL ON ORTHODONTIC HEALTH CARE (COHC)

The COHC has continued working on issues related to access to orthodontic healthcare, insurance coding and third-party payer issues. Our Council meeting was on June 10, at AAO headquarters in St. Louis. This year we have a new board liason, Dr. **Ken Dillehay** from Wichita, Kansas.

Dr. Dillehay gave the board a report on the updated AAO strategic map and governance structure. The new strategic map easily lays out AAO's goals and objectives in an easy to read single page format. This is important for councils to be able to refer to this document to ensure that their actions are consistent with the strategic plan. This document will be an important tool for the decision making process. Dr. Dillehay also went through the COHC self-assessment that we filled out earlier in the year. Council members feel we are meeting the objectives of our charge and have the appropriate resources at AAO to accomplish our tasks.

Next, **Ann Sebaugh** reviewed data on the cases treated by DOS during the first half of this year. There is a desire to see significantly more cases treated pro-bono by our membership to improve access to care for underserved populations. Having a large number of our colleagues volunteering to provide this type of care in their practices would help to educate the public to the charitable contributions of the orthodontic community. This would certainly be usable by COC to cast our profession in an even better light. At this time, COHC is exploring ways to increase access to care for underserved populations.

Moving on to CDT coding topics, it is relevant to note that I am currently serving on the ADA Council on Dental Benefit Plans and the Coding subcommittee. This will be important over the next year as COHC reviews all orthodontic codes to determine if there a benefit to revising some, or all, of the codes. It has been over two decades since the orthodontic codes have been modified and it is good practice to review them at this time to make sure they are relevant. COHC is also currently working to get "Box 40" on the ADA claim form removed. Box 40 is to be checked when an adjunctive service is provided for orthodontic purposes, such as extractions or canine exposures. This allows insurance companies to use the orthodontic benefit to cover the non-orthodontic procedure.

We reviewed the AAO Medically Necessary Orthodontic auto-qualifying conditions to see if the current language is acceptable. Utilizing data from the state of Nevada that uses these for their Medicaid orthodontic approval and a retrospective study on Medicaid cases in Washington, the Council felt that a review of these with some editorial changes to the list would be appropriate. As we move forward, private insurance could utilize these auto-qualifying conditions for coverage and we should regularly review them and relevant data to gauge their effectiveness.

The next COHC meeting is a conference call on January 12, 2019, and the summer meeting will be at AAO Headquarters on June 22, 2019.

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COUNCIL ON MEMBERSHIP, ETHICS AND JUDICIAL CONCERNS (COMEJC)

The AAO House of Delegates has adopted a revision to the AAO Code of Ethics.

COMEJC Principles of Ethics, Code of Professional Conduct and Advisory Opinions of the American Association of Orthodontists

RESOLVED, that the *Principles of Ethics, Code of Professional Conduct and Advisory Opinions of the American Association of Orthodontists* be amended to include the following:

PRINCIPLE 3: MEMBERS HAVE THE DUTY TO TREAT PEOPLE FAIRLY (Justice)

CODE OF PROFESSIONAL CONDUCT:

3.A. Members shall be dedicated to generating public confidence in the orthodontic specialty by improving the quality and availability of orthodontic and dental care to the public.

3.B. Members shall recognize and abide by the laws that apply to the practice of dentistry and orthodontics in their jurisdiction.

3.C. Members shall provide a workplace environment devoid of harassment or inappropriate behavior and a workplace that upholds respectful and cooperative relationships for all employees and patients.

ADVISORY OPINIONS:

3.A. (i) Members may exercise discretion in selecting a patient into their practice, provided that they shall not refuse to accept a patient because of the patient's race, creed, color, sex, national origin, disability, HIV seropositive status, or other legally recognized protected class.

3.A. (ii) Members should pursue changes in laws, requirements, rules and/or regulations within their jurisdiction that are contrary to the best interests of patients.

3.A. (iii) It is ethical to accept for treatment or complete treatment for a patient who has an outstanding balance with a previous practitioner.

3.A. (iv) It is ethical to remove appliances from, or to continue treatment for, a patient not of record upon request by that patient; provided, that all reasonable effort should be made to determine the reason for the request from the patient. It is advisable to consult with the patient's practitioner, if possible, prior to such removal or continuation of treatment.

3.A. (v) It is ethical to withdraw from treating a patient of record, provided that advance written notice to the patient or responsible party is given in accordance with state/provincial laws so as to allow for another provider to be secured.

3.A. (vi) It is ethical for members to provide dental care other than orthodontics unless announcing a practice that "is limited to" orthodontics.

3.B. (i) It is ethical to decline accepting a patient not formerly of record for continuation of routine orthodontic care after being seen for emergency treatment.

3.B. (ii) Members may assign to an auxiliary or other employee only those duties for which they have been appropriately trained and that can be legally performed by such individual in the member's jurisdiction.

3.B. (iii) Members with first-hand knowledge that a colleague is practicing while chemically impaired shall urge such colleagues to seek treatment and have an ethical responsibility to report such evidence to the appropriate state or provincial regulatory body or dental board as required by law.

3.B. (iv) Members should become familiar with signs of abuse and neglect and must report suspected cases to the appropriate authorities in the manner prescribed by state or provincial laws.

3.C. (i) Members shall refrain from inappropriate interpersonal relationships or behavior within the orthodontic workplace and shall promote mutual respect, professional communication and cooperative efforts of all team members to enhance excellence in orthodontic care and assure safe and professional relationships with and between employees and patients

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COUNCIL ON NEW AND YOUNGER MEMBERS (CONYM)

With the 2018 Annual Session in Washington, D.C. marking the end of the AAO calendar year, it also marked the completion of CONYM's first year serving as liaisons to other councils. From all accounts, this has been met with much success from both CONYM's standpoint and the other councils. The flow of information and collaboration between councils was enhanced and a better understanding was had by all as to the needs of our association's NYMs and what various councils can do to assist in serving them. CONYM looks forward to continuing this relationship into the future.

As CONYM has now served in the aforementioned liaison positions, the 2018 House of Delegates passed a resolution allowing for CONYM to select one member to partake in, as non-voting liaisons, all quarterly Board of Trustees Meetings. This resolution passed unanimously in the HOD and was a significant step forward for NYMs to ensure that their voices are heard at the highest level of our association.

The 2018 Annual Session in Washington, D.C. was a busy one for CONYM as the Council hosted its first "Lunch with Leaders" which was a rebranding of the AAO "Town Hall" event. Previous attendance had been lackluster due to poor location and timing as it was often up against general session lectures. This event was held in the exhibit hall during non-lecture hours and all attendees were given a boxed lunch. Attendees had the opportunity to sit with their constituencies CONYM representative as well as their respective Trustee. This seemed to meet with great success as we had over 80 individuals attend and an enjoyable time was had by all discussing AAO initiatives, AAO member benefits, and any questions/concerns that attendees had that they wished to voice with the BOT members that were in attendance.

CONYM also organized the annual New Orthodontist and Resident Conference as part of the Annual Session. This year's keynote speaker was **Andrew Tucker** from the McGill & Hill Group. Mr. Tucker spoke on achieving financial independence for the young practitioner who would like to start saving, but is riddled with student and practice debt which often makes this difficult. Following the lecture, informational roundtables were conducted with topics ranging from how to start a practice to legal pitfalls facing new business owners. This event was very well attended with a final tally of over 170 participants.

CONYM will continue to take part in GORP (Graduate Orthodontic Residents Program) with one of our council members hosting a booth to discuss AAO offerings for our future new and younger members as well as giving a presentation during the general session to give additional information on CONYM and how it serves our younger constituents.

The recently implemented Resident Champion Program continues to be a solid communication line between the AAO's BOT and the residency program with a designated resident within each program relaying information to and from the AAO to the program's residents. This information exchange is vital as CONYM and the AAO attempts to capture our new and younger members while still in school and gain early interest in future involvement within the association.

CONYM continues to be involved with oversight on the AAO's mentorship program. After one full year in action, the Council has decided to continue forward with the individual mentorship arm of this program, but eliminate the group mentorship as this coordination and communication proved difficult for both mentors and mentees. Those who have participated in the individual mentorship, however, have had a very positive experience and we look forward to continuing with this.

In the Spring of 2018, CONYM members reached out to all new and younger members that had not renewed their AAO membership in an effort to secure renewals. By reaching out directly to these individuals, our Council members were able to have one-on-one conversations about our Council, the AAO, and all members' services/benefits that are offered. Of all the contacts made, we had a 58% success rate with renewals.

The BOT has formed an "Annual Session Task Force" following a survey from new and younger members, which stated that the length/timing of the Annual Session is a primary deterrent towards more of our newer members attending. This task force will study alternative registration options including a "weekend only" registration block as well as looking at the length of the Annual Session as a whole to determine if it should be shortened to accommodate the busy lives of our association's members. There is a feeling within the association that it is becoming increasingly difficult for our younger members to take off time to attend the entire Annual Session so the AAO is seeking other options to make attendance more feasible for all.

Thank you for the continued opportunity to represent the MSO and I look forward to continuing to serve.

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COUNCIL ON ORTHODONTIC PRACTICE (COOP)

The Council has its next face-to-face meeting on November 10, 2018 at AAO Headquarters. Please let me know if you have concerns or issues you would like addressed.

The 2018 Practice Transition Program was held on May 4 at the Washington Convention Center in conjunction with the AAO Annual Session in Washington, D.C. The program featured Mr. **Ken Alexander**, Mr. **Doug Cople**, Ms. **Shannon Patterson**, Dr. **Laurance Jerrold** and a DSO panel including industry consultant Mr. **Roger Hill**. Topics addressed were: Understanding Orthodontic Transitions, Compensation Expectations for Junior and Senior Doctors, Coverage Agreements for Death/Disability/Displacement in Emergency. COOP members Drs. **T.J. Albert** and **Mel Collazo** emceed the DSO panel segment.

Also at the AAO Annual Session was the 2018 Orthodontic Career Fair, which was held on May 6. This event was part of a full-day track for residents and new and younger members, immediately preceded by the New Orthodontist and Resident Conference and followed by the Orthodontic Residents' Reception.

During 2017-2018, a series of 11 Webinars were delivered for doctors and/or staff. Lectures included clinical and practice management topics. Each program was marketed to the membership through the *eBulletin*, email blasts and social media. Six Webinars were delivered in the Business of Orthodontics series, which included lectures on marketing effectiveness, financial strategies, technology and data strategy.

COOP discussed many different options for updating the techniques list in the AAO member directory, and was able to make recommendations to the Board of Trustees, which approved for the membership directory and techniques list to be revised to include a general comment box so members could include bracket type or brand, mechanics and any information that a member thinks is pertinent in helping another orthodontist determine if another doctor's practice would be a good fit for a patient transfer.

COOP recommended and the Board of Trustees approved for an Orthodontic Program Liaison for implementation and funding to work in conjunction with the Resident Champion Program. This program will complement the Resident Champions. These individuals will be appointed program alums, or possibly faculty, to promote AAO information including: schedule of the Resident Vitals, Legal Mini-Course and Financial Management. Appointments go through the Program Chair.

COOP also recommended and the Board of Trustees approved for AAO to establish a closed Facebook group for Orthodontic Staff, in order to help disseminate clinical information and techniques.

The COOP programs and initiatives listed in this report help enhance AAO members' experiences by fulfilling the AAO's Strategic Plan, Referencing Ongoing Goals:

A. Encourage members to provide the highest level of orthodontic care.

1. Provide continuing education opportunities, using all available media that keeps members at the forefront of evidence-based and ethically sound orthodontics.
2. Provide education, training and certification opportunities for orthodontic staff.

On a personal note, I have finished my final term as Chair of COOP, although I have one additional year on the Council as the MSO representative. I am grateful to the MSO and COOP for the wonderful opportunity to serve as Chair, and hope that my efforts have been equal to the talents and dedication of the other Council members and staff liaisons.

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COUNCIL ON SCIENTIFIC AFFAIRS (COSA)

COSA held a meeting on May 4, 2018 at the AAO Annual Session. This meeting was to review COSA members' assignments for the 2018 Annual Session. During Annual Session, COSA members judged 33 Charley Schultz Resident Scholar presentations and 47 Table Clinic presentations. COSA members moderated 28 Oral Research presentations and the Hellman, Sicher, Graber lectures. 346 E-Posters were available for viewing during Annual Session.

The 2018 Charley Schultz Resident Scholar Award winners are:



From left to right:
Dr. Kubera, Dr. Martin, Dr. Varella,
Dr. Bloom, Dr. Wire, Dr. C. Li, Dr. Y.
Li, Dr. Maleki, Brad Clatt, the Vice
President, Sales & Commercial
Operations from Dentsply Sirona
Orthodontics

Basic Science Research

1st place: Dr. **Chenshuang Li** – University of California, Los Angeles; Research titled: *Neurexin superfamily member Cntnap4 is a specific receptor of Nell-1 for osteogenesis*

2nd place: Dr. **Kathleen Martin** – University of British Columbia; Research titled: *Tracing the cellular origins of mesenchymal derivatives in craniofacial development*

3rd place: Dr. **Yina Li** – University of North Carolina, Chapel Hill; Research titled: *The role of autophagy during orthodontic tooth movement (OTM)*

Clinical Research

1st place: Dr. **Catherine Kubera** – Tri-Service Orthodontic Residency Program; Research titled: *Preferred occlusal cant for patients with orbital dystopia*

2nd place: Dr. **James Bloom** – Maimonides Medical Center; Research titled: *Accuracy of dental stone models cast from 3D printed flexible polymer shells*

3rd place: Dr. **Clint Wire** – University of Iowa; Research titled: *Adolescent skeletal and dental changes with rapid maxillary expansion (RME)*

3rd place: Dr. **Alissa Maria Varella** – Rajiv Gandhi University; Research titled: *Low level laser therapy (LLL) increases Interleukin-1 β (IL-1 β) in GCF and enhances the rate of orthodontic tooth movement (OTM)*

The 2018 Joseph E. Johnson Clinical Award for Table Clinics winners are:



From left to right: Dr. Drouin-Gagné, Dr. Bragassa, Dr. Gazzani

Léa Drouin-Gagné – Université de Montréal; Research title: *Efficacy of oral appliances on obstructive sleep apnea during pregnancy: a pilot study*

Brian Bragassa – University of North Carolina – Chapel Hill; Research title: *Orthodontic tooth movement with accelerated Invisalign® therapy in conjunction with Acceledent Aura®: a randomized clinical trial*

Francesca Gazzani – University of Rome Tor Vergata; Research title: *Facemask performance and soft tissue evaluation during orthopedic maxillary protraction: a FEM analysis*

Applications are being accepted for the 2019 Milo Hellman Research Award, the Harry Sicher Research Award and the Thomas M. Graber Awards of Special Merit. Applications for these awards can be found on the 2019 Annual Session website <https://www.aaoinfo.org/meetings/2019-annual-session>. Only the online application will be accepted for these awards. The application deadline is 6:00pm EDT on October 1, 2018.

COSA will be accepting online applications to present Oral Research, Table Clinics and E-Posters at the 2019 AAO Annual Session starting the first week of August 2018. The application deadline is 6:00pm EDT on October 15, 2018.

COSA will be accepting online applications for the Charley Schultz Resident Scholar Award presentations at the 2019 AAO Annual Session starting the first week of December 2018. The first forty residents who apply for the program are accepted. The application deadline is 6:00pm EST on February 15, 2019.

The 2018-2019 members of COSA are:

Dr. **Sylvia Frazier-Bowers**, chair (SAO)

Dr. **Michael Duryea** (RMSO)

Dr. **Onur Kadioglu** (SWSO)

Dr. **James Mah** (PCSO)

Dr. **Steven Marshall** (MSO)

Dr. **J. Martin Palomo** (GLAO)

Dr. **Emile Rossouw** (NESO)

Dr. **Dina Stappert** (MASO)

Dr. **Rolf Behrents** (Trustee Liaison)

COSA's next meeting is January 4, 2019 via video conferencing.

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COMMITTEE ON INSURANCE

The AAO Committee on Insurance (COI) met in June to discuss the insurance products endorsed/approved by the AAO. We heard reports from both NY Life, the insurance underwriter for Life and Disability products and Pearl Insurance Associates, our third-party administrator of insurance products. AAO endorses insurance products that cover AAO members for nearly \$1 billion.

The life, disability and professional liability insurance products have seen a flat growth cycle over the last several years. Our property and casualty offerings have seen a steady growth. Our reserves continue to be strong despite having a couple of adverse years in the life and disability plans. The Board of Trustees has recently approved some plan changes to these programs as a result. These plans remain competitive in the market. COI continues to work with Pearl to develop new insurance programs and innovate/change current programs to maximize AAO member benefits.

Don't hesitate to check out our programs to protect your family and business. COI also heard from our BOT Liaison about the revised Mission Statement of the AAO: To advance our members' success through education, advocacy and research that drive excellence in patient care. Under this mission, is the core value: members come 1st. The COI believes that endorsed/approved insurance products are some of the most valuable benefits offered to AAO members. AAO endorsed/approved insurance products offer a level of 'advocacy' to AAO members due to our organizational strength.

Please don't hesitate to reach out to me if you have any questions. I will be rotating off this committee at the next Annual Session. It has been my pleasure to serve as your COI representative for the last nine years.

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