



## *NEWSLETTER of the Southwestern Society of Orthodontists*

Vol. 36, No. 1, 2011

### Table of Contents

Page

1.	President's Message by Dr. Mike Mizell.....	1
2.	From the Editor by Dr. Kirt Simmons .....	2
3.	Trustee Report by Dr. Gayle Glenn .....	3
4.	Council on Governmental Affairs Report by Dr. Scott Hamilton .....	5
5.	Council on Scientific Affairs Report by Dr. Frans Currier.....	8
6.	Council on Orthodontic Practice Report by Dr. Jeffrey Johnson .....	9
7.	Council on Orthodontic Health Care Report by Dr. Stephen Robirds.....	11
8.	ABO report by Dr. Jeryl English .....	11
9.	AAOF Board of Directors Report by Dr. Jeffery Thompson .....	13
10.	Announcements.....	14

### **President's Message**

Dr. Mike Mizell

On behalf of the Southwest Society of Orthodontist's officers and Board of Directors, I extend springtime greetings to each of you. It is an honor and privilege to serve as your President for the 2010-2011 fiscal year. I appreciate the opportunity, and my experience on the Executive Committee the past 4 years has been educational and very rewarding.

The SWSO Ad Interim Board Meeting was held in Dallas recently. We spent a day and a half approving budgets for the SWSO Annual Session and for the upcoming fiscal year. We also heard reports from our AAO Trustee and the various committees that serve the SWSO and AAO. We also discussed and considered needed changes to the by-laws and policies of our society. I am very thankful for the hard work and dedication given by our colleagues who volunteer their time on the Board and Committees. I believe organized orthodontics is a very important part of our wonderful profession and serves our membership very well. I hope each of you will consider how you can contribute to organized orthodontics and will volunteer on the state, constituent, or national level. I encourage you to contact me if you have any questions about how you can help.

I am happy to report that the SWSO is financially very stable. As usual, we easily met, and exceeded, our minimum required cash reserve. Therefore, we were able to make contributions to each of the four orthodontic programs within our boundaries as well as a gift to the AAOF Craniofacial Growth Legacy Collection Project.

Your Board continues to be good stewards of the society's money and makes sound financial decisions. Because of that effort, there has not been a SWSO dues increase for as long as anyone can remember.

While the SWSO and AAO always have a long list of ongoing projects, a few are worth mentioning in this message. The SWSO Board approved money for a new website at our meeting in Austin last October. That website is very close to being ready and should launch in April. I have seen the preliminary layout and it looks great. It will be easy to navigate and will provide much needed information and links to all the state, constituent and national organizations that pertain to orthodontics. In time, it will allow for on-line meeting registration. I know you will enjoy using the site. The AAO and Council on Communications continue to study and monitor the Consumer Awareness Program that the members fund with an annual assessment. A lot of effort is being spent on assessing the success of the program to be sure we are getting a good return on our investment. This will be a major topic for the House of Delegates at the upcoming annual session on Chicago. The AAO has also laid the foundation for a credit union for members. The credit union should be open for business in early 2012.

2011 is a big year for two of our major SWSO representative positions. Our AAO Trustee, Dr. Gayle Glenn, will become an officer next year and vacate her Trustee position. Nominations for her replacement are open and we will elect the new trustee at the SWSO Annual Session in October. Secondly, Dr. Jerry English is currently the President of the ABO and will vacate his directorship this May at the AAO Annual Session in Chicago. Dr. Larry Tadlock has been nominated by the SWSO and selected by the ABO Board of Directors to fill that position. His selection is pending approval by the AAO Trustees and House of Delegates in May.

Finally, get out your calendars and make room to attend the upcoming Annual Sessions. The SWSO annual session is scheduled for October 13–16 at the Westin Galleria in Houston. We have an outstanding slate of speakers with Dr. Bill Proffit and Dr. Terry Dischinger speaking to the doctors and Charlene White and Karen Moawad providing the staff program. There will be several fun packed social events to compliment the many entertainment venues offered in and around the Galleria and throughout Houston. The AAO Annual Session is May 12–17 in Chicago. I look forward to seeing you at these two meetings.

---

## **From the Editor**

Dr. Kirt E. Simmons

---

One nice thing about being an Editor is you get to write about whatever you want, as long as you can somehow make it relevant to your readers. So, this edition I am going to write about challenges and changes. Everyone knows life is all about changes (or should—if not you may be in serious denial) and some of these “changes” are often seen as “challenges.” They can also be seen as “opportunities.” The difference I think for many of us is whether the perceived change is viewed as “positive” (an opportunity) or “negative” (a challenge). So one person's “challenge” can be seen as another's “opportunity”—depending solely on the viewpoint of the person involved. I recently tore my gastrocnemius muscle—not doing anything out of the ordinary for me—just running around a track. Apparently, as we age our body “changes” (Duhh!!) in certain ways so that what we used to be able to do quite easily without injury or difficulty becomes difficult, impossible, or ill advised. This sudden “change” presented me with some new obstacles to life as I had known it—the simple process of walking (let alone running!) suddenly became quite different and “challenging.” I had to either accept that my life was different and adapt to the change (an opportunity to do things differently!) and be happy, or refuse to accept it, lament “what used to be,” and be miserable. I have learned, with some difficulty, to adapt and accepted that my body is not what it was in my 30's when I was running marathons, and that I have to take much better care of it in the future and do things differently than I ever have.

Our profession is facing many “challenges” these days, as a member of COIT and your AAO representative on the DICOM as well as full-time Hospital staff, I am acutely aware of some of the mandated (read “forced”) changes all of health care is being subjected to, as well as the economic factors influencing other changes.

Political pressure to “increase access” to health care and reduce costs are driving many of these changes. It behooves us all to stay educated and aware of these changes and stay involved (or get involved!) with efforts to turn these challenges into opportunities. In order to do this we must remain open to, and willing to, embrace changes. WE should be the ones electing our choices for change ourselves rather than being forced to change in a way and form dictated by others. We must remain active and looking ahead rather than taking an entrenched “I like it like this and don’t want to change so I will just keep doing things my way” and being forced into a reactionary position.

As members of the SWSO and AAO we need to stay/get involved with our leaders and professional associations and offer our help, encouragement, and ideas, as we can. Hope to see many of you in Chicago!

---

## **Trustee Report**

Dr. Gayle Glenn

---

Now is the time to register and reserve housing for the 111<sup>th</sup> AAO Annual Session to be held May 13-17, 2011 in Chicago, IL. Go to [www.AAOinfo.org](http://www.AAOinfo.org) for online registration.

Discussion of the 2011-12 budget predominated the February Board of Trustees (BOT) meeting. The BOT recommends a \$34 dues increase (4.5%) to achieve a balanced budget, while providing resources to update the headquarters building, property, and equipment, and to replenish adequate levels of reserves. If passed by the AAO House of Delegates (HOD), this will be the first dues increase since 2001. Member value far exceeds the dues amount, with more member programs, downloadable support materials, and communications than ever before. The 2011-12 budget expenditure is arranged by critical issues. This format allows the reader to quickly grasp the programs to which AAO funds are allocated.

### CONSUMER AWARENESS

Consumer education continues to be one of the AAO’s Critical Issues. The Consumer Awareness Program continued in 2010-11 as funded by the three-year \$550 member assessment passed by the 2008 House of Delegates. The Council On Communication gave notice last year of a resolution for assessment of \$650 per active member for five years beginning in 2011. An additional resolution for \$1500 per active member has been submitted by COC. This resolution will require a 4/5 vote to pass the HOD. COC and the BOT are reviewing proposals for new creative approaches for the public relations and Consumer Awareness programs.

The 2011-12 budget includes funds for new photography for a photo library to enhance the public website [www.braces.org](http://www.braces.org). The expenditure for online Practice Resources includes the production of new consumer education videos and a redesigned brochure series that will facilitate downloading of 8.5 x 11 size images.

The Logo Task Force will be submitting their recommendation to the HOD for a new AAO logo. Potential logos were tested by consumer focus groups and the recommended design resonated well with our target audience. Many thanks to Mark Felton for serving as the SWSO representative on this task force.

### ADVOCACY

**GOVERNMENTAL AFFAIRS:** The 2011 Professional Advocacy/Key Contact Conference was held January 24-26, 2011 in Washington, DC, with 87 AAO members participating. Newt Gingrich was the keynote speaker. SWSO members who attended were: Scott Hamilton (COGA representative), Dean Jensen (AAOPAC representative), Ben Burris, Jim Dyer, Christine Ellis, Mark Felton, Larson Keso, Frank Miller, and Michael Ragan. Patton-Boggs, our legislative consultants, provided information for Capitol Hill visits and scheduled appointments with our federal legislators. Our visits to “the Hill” were the day following President Obama’s State of the Union Address. Talking Points were developed regarding the following issues: 1) support of oral health initiatives which include primary and preventive dental care; 2) strengthening support and growth of small businesses; and 3) preserving access and affordability of oral health care by supporting Flexible Spending

Accounts and access to high quality dental care. I would like to thank those who took time away from their offices and family responsibilities to represent SWSO at this important conference and to visit their federal lawmakers.

**ACCESS TO CARE:** The AAO launched the Donated Orthodontic Services Program (AAO DOS) in five pilot states (including Kansas) to serve children of the disadvantaged or working poor. These programs are modeled after the Donated Dental Services programs that are overseen by the Dental Lifeline Network, formerly the National Foundation of Dentistry for the Handicapped (NFDH). The programs focus solely on the delivery of orthodontic care. State leadership for each program has been identified, over 250 volunteer orthodontists have been recruited, and program guidelines and communication materials have been developed for each state. Patients are currently being treated by the volunteer orthodontists. Additional funding is needed for 2011-12 to continue the DOS program in the pilot states, as alternate funding sources are identified and developed.

#### OPERATING, MARKETING, AND COST MANAGEMENT OF AN ORTHODONTIC PRACTICE

The Orthodontist as CEO Conference was held in San Diego, CA February 25-27, 2011. The topics covered during the conference addressed the AAO critical issue of Operating, Marketing, and Cost Management of an Orthodontic Practice. The 2011 Leadership Conference was held immediately prior to the CEO Conference on February 23<sup>rd</sup>, and focused on AAO programs and services that are important to the constituent and component organizations. SWSO members who attended this conference included Rick Boyd—President-elect of SWSO, Stephen Chen—UTDB Houston resident, Robert Herman and Kyle Shannon from Oklahoma, Gina Pinamonte from Kansas, and Kelly and Shawna Heetland from Texas.

#### TRANSITION OF RECENT GRADUATES TO PRACTICE

In response to this critical issue of Transition of Recent Graduates to Practice, the AAO Practice Opportunities Service is being reevaluated and expanded to improve utilization. Currently, there are many more “seeker” than “providers” registered for the service. Reports for recent graduates indicate that they are having difficulty finding positions after graduation.

#### RELATIONSHIP WITH GENERAL DENTISTS & OTHER PROFESSIONALS

The 2011-12 budget contains funds for a survey to determine referral patterns of general and pediatric dentists. Relationships with the ADA and other healthcare organizations continue to be important to the AAO. The AAO has been working with leaders from other specialty organizations and the Dental Specialty Group (DSG) on issues including the new ADA Specialty Logo and an entrance exam to be used instead of the National Board Examination, which is now reported as pass or fail, without quantitative scoring.

In order to continue AAO’s presences in the international world of orthodontics, there is a budget request to have an AAO Booth and resident’s reception at the next European Orthodontic Society Meeting in Istanbul, Turkey.

#### TASK FORCE INITIATIVES

The Task Force on Faculty Recruitment and Retention continues to have oversight over the University Distance Education Program. There is now Web access for accredited orthodontic programs to 25 recorded orthodontic lectures, supplemented with relevant seminar outlines and reference materials. Forty-one orthodontic graduate programs are using the seminars for residents with discussion lead by their own faculty. Surveys indicate high satisfaction. Funding has been requested for 2011-12 to continue production of new teaching materials for the Distance Learning Repository, which would increase and broaden the base of lectures available. The intent of the program is to share expert resources at this time of faculty shortage.

The Governing Document Task Force has completed the review of the AAO documents. A resolution has been submitted to the HOD to make significant changes to the content and format of the governing documents. The

most significant recommendation is to remove all financial information from the Bylaws and place in a separate Financial Policy document.

A task force to study governance of the AAO convened in St. Louis in December 2010. Vann Greer was the SWSO representative on this task force. The BOT has submitted a resolution to the HOD recommending referral of the associated report for further study.

The AAO Board established an AAO Humanitarian Award to be awarded during each Annual Session. The nominee must have rendered outstanding public humanitarian service to improve the quality of human life of those served. The service must be beyond the scope of private practice, academic organization, and the usual function of organized dentistry. Nominations can come from a constituent, component or an AAO member. The AAO Board of Trustees makes the final selection. Dr. Jeremiah Lowney will be the first recipient to receive the 2011 AAO Humanitarian Award in Chicago in May.

The following SWSO members have been selected as Council Chairs for 2011-12: Devek Frech—COC, Larson Keso—COI, and Frans Currier—COSA. Kirt Simmons has been elected as Vice-Chair of PARC. Gayle Glenn has been nominated as AAO Secretary-Treasurer for 2011-12. The new SWSO Trustee to the AAO will be elected during the SWSO Business Meeting to be held Oct. 13-16, 2012 in Houston.

Future meeting dates:

January 27-29, 2012 Marco Island, Florida—Winter Conference with AAPD

May 4-8, 2012 Honolulu, Hawaii—2012 AAO Annual Session

Thank you for the opportunity to represent SWSO at the AAO Board level. If you have any questions, or if you want to become more involved in activities that impact our specialty, please contact me at 214-696-3082 (work) or 214-520-2481 (home).

---

## **Council On Governmental Affairs Report**

Dr. Scott Hamilton

---

The Council On Governmental Affairs met January 24th in conjunction with the 2011 Governmental Affairs Conference January 25<sup>th</sup> and 26<sup>th</sup> in Washington. The topics we felt were most important to address with congress this year were, in no particular order of importance:

### **Support Oral Health Initiatives**

#### **Promote the Importance of Oral Health Care:**

- Failure to ensure proper attention to primary and preventive dental health can have devastating and sometimes tragic consequences.
- The AAO believes the most important factor with dental health care is that all individuals have access to primary oral healthcare, especially our nation's children.
- Primary and preventive dental care is the first priority; orthodontics should only be included in cleft palate cases and other serious craniofacial defects.
- The AAO is pleased to support the inclusion of pediatric dental coverage in the Essential Benefits Package established by the recently enacted health reform law.
- The AAO looks forward to working with the Institutes of Medicine (IOM), Health and Human Services (HHS), and oral health stakeholders in defining the scope of the pediatric oral health requirement.
- Community-based outreach to enhance education and awareness is a critical component to ensuring appropriate utilization of primary and preventive dental care, and the AAO also supports the oral health outreach and education campaign health reform provisions.

- While we recognize the critical fiscal environment facing our nation, the AAO believes it is important to invest in the country's oral health infrastructure and encourages Congress to continue to support funding for prevention and wellness programs and workforce training initiatives.
- The AAO has a White Paper on the challenges of Access to Care within its specialty field, and here is a copy of that information.

## **Preserve Access and Affordability for Oral Health Care**

### **Flexible Spending Accounts (FSAs):**

- FSAs are utilized by individuals of all incomes and are one of many critical protections for the underinsured, as well as those with extraordinarily high health care expenses.
- The health reform law established a \$2,500 annual cap on FSAs that will begin in 2013.
- The AAO strongly encourages Congress to eliminate the cap on FSAs, which we believe would have the unintended consequence of limiting access to critical health care services and threaten affordability.
- FSAs empower consumers to make proactive choices about their health care.
- The ability to have certain health care expenses tax-free is an important financial incentive for our patients.
- Roughly 63 percent of AAO members' patients use FSAs for orthodontic services.
- An artificial limit on FSAs could lead many patients to forgo treatment or delay other health care services.

### **Access to High Quality Dental Care:**

- Access to oral health care continues to plague our nation, particularly among our most vulnerable populations.
- The AAO believes that enhancing health care coverage comes with the responsibility of ensuring adequate access and quality of covered health care services, particularly as we approach the impending expansion of Medicaid in 2014.
- Initiatives are currently underway enhance services provided by low and mid-level dental providers to bolster access to oral health services.
- The Affordable Care Act also allows for the establishment of the Alternative Dental Health Care Provider Demonstration Project to train and employ alternative dental health providers as defined by HHS with guidance from the Institutes of Medicine.
- The AAO supports efforts to bolster the oral health workforce and enhance access to dental health providers across the professional spectrum.
- However, there is no adequate substitute for the skills of a professionally trained dentist in providing oral health care.
- While we must make every effort to enhance access to dental care, the AAO strongly believes it is critical that workforce initiatives meet all state licensing requirements and that only licensed dentists perform irreversible procedures such as extractions.

## **Strengthen Support and Growth of Small Businesses**

### **Repeal the ACA 1099 Reporting Requirement:**

- The Affordable Care Act (ACA) requires that all businesses issue Form 1099 to vendors from which they purchase \$600 or more of goods annually and file the information report with the Internal Revenue Service (IRS) effective for payments made after December 31, 2011.
- The ACA expands the requirement well beyond the contract work that the tax law was intended to capture, which will impose an excessive administrative burden on small businesses.

- The average orthodontic practice would have to dedicate significant resources to comply with the law as currently designed, which will prevent such a small business from growing its job base and will encourage less spending on goods and services.
- At a time in which businesses with fewer than 50 employees account for more than 60 percent of job losses according to a recent Labor Department report, it is more important than ever that Congress work with small businesses to ensure that policies do not further hinder the ability to grow, or at least maintain, their business.
- The AAO asks you to repeal Section 9006 of the ACA in support of small businesses.

#### **Premium Support to Small Businesses:**

- The AAO is committed to providing employer-sponsored health care coverage to our employees.
- Like other small businesses around the country, many AAO members struggle to provide health insurance to their employees.
- Most orthodontists are sole practitioners, and the average orthodontic practice employs seven dental services professionals.
- Our ability to provide health care coverage can be a factor in our efforts to grow our business.
- AAO members appreciate the establishment of the Small Business Health Options Program (SHOP) exchanges, but are concerned that costs will continue to rise until these options are available in 2014.
- The AAO supports the new tax credits that would make it easier for small businesses to offer coverage to our employees; such options are essential to protecting and increasing access to medical care.
- AAO members support a range of full and part time employees with varying salaries, however, and the current employee salary threshold makes us ineligible to benefit from the newly established tax credits.
- We strongly encourage you to expand tax credits for small businesses that offer and contribute to employees' health coverage in order to help more small businesses provide meaningful health coverage to our employees.

#### **Red Flags Rule:**

- The FTC's Red Flags Rule requires "financial institutions" and "creditors" to develop and implement identity theft prevention programs to protect consumers and detect the early warning signs of fraud.
- Like other health professionals, it is common practice for orthodontists to bill patients after an office visit and/or arrange scheduled payments for procedures, braces, and other appliances.
- To date, there are no known examples of identity theft in orthodontic offices.
- As a matter of course, AAO members are in close contact with our patients and do not believe identity theft to be a substantial problem in need of regulatory intervention.
- As small business owners, AAO members are particularly affected by worsening economic times and compliance with Red Flag Rules would be an expensive solution in search of a problem.
- Yet the original interpretation of the rule was so broad that it would essentially include any business that does not require full payment upon delivery of service, including oral health providers.
- The AAO has worked diligently with Congress, the FTC and the health care professional community—including the American Medical Association (AMA), and the American Dental Association (ADA)—to clarify Congressional intent and narrow application of the rule to true creditors and financial institutions, not doctors and dentists.
- The AAO applauds Congress for approving the bipartisan Red Flag Program Clarification Act, which was signed into law by President Obama last year.
- The legislation limits the scope of certain creditor requirements by stating that only those entities that use consumer reports, furnish information to consumer reporting agencies, or extend credit unrelated to services rendered will be subject to the red flags rule, thereby excluding health professionals.

- The next step is for the FTC to issue revised guidance on implementation of the rule to specifically clarify application and enforcement of the rule to health care professionals.
- The AAO thanks Congress for its support and encourages the FTC to revise Red Flags guidance as soon as possible to reflect this important clarification.

**Tax Reform:**

- As Congress considers tax reform proposals, the AAO encourages comprehensive tax reform that supports growth and success of small businesses that provide jobs and stability to communities across the nation.
- It is critical that tax reform provides long-term certainty in the tax rates that apply to payroll, capital gains, and critical investments in growing businesses.
- The AAO also supports 100% expensing or “bonus depreciation” of major capital investments; this is important incentive to orthodontic practices to invest in the highest quality medical equipment, provide top notch oral health care and expand our practices to support additional jobs.

The issues that seemed to generate the most discussion were the 1099 reporting regulations and the mid-level provider issues. It is almost certain the 1099 Reporting requirements will be repealed. The mid-level provider issues are mostly state regulations so little so far can be done on the Federal level. However, all avenues are being pursued.

I feel the Governmental Affairs Conference was very successful with the largest attendance ever. We heard from many members of congress as well as Newt Gingrich and Fred Barnes. It was very well received and the AAO sent over 100 members to capital hill to lobby on your behalf.

---

## **Council on Scientific Affairs Report**

**Dr. Frans Currier**

---

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 μCT 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 Atsawasuwun 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 the Annual Session. E-Posters will be available for viewing during the Annual Session and for 6 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 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 is scheduled for January 6, 2012.

---

## **Council On Orthodontic Practice Report**

**Dr. Jeffrey Johnson**

---

The Council On Orthodontic Practice (COOP) is charged with developing educational programs for orthodontists and staff for improved patient care including practice management and delivery systems development; maintaining data on practice arrangements and transitions, office designs, and office procedures; addressing clinical and management problems that might arise due to orthodontic materials, devices, equipment, and/or systems; and developing programs for orthodontists and staff to satisfy regulatory requirements. While all of COOP activities are too numerous to detail, recent, high priority projects are highlighted:

### **PROGRAMS**

The 2011 Orthodontist as CEO Conference was held February 25-27 in San Diego, CA. It was intended to provide attendees with practical information to be better leaders in their practice and also in their personal lives. The conference speakers included John McGill, Roger Levin, Darrell Cain, Terry Selke, Jeff Behan, Steven McEvoy, Joyce Matlack, Chad Tischer, and Michael Benoit. Topics covered were leadership principles, financial planning professionally and personally, the utilization of technology in managing the practice and in office design, and incorporating social media into marketing strategies to aid the CEO orthodontist in daily practice.

The Practice Transition Seminar will be held Friday, May 13, 2011 in Chicago in conjunction with the AAO Annual Session. It will feature expert practice management consultants Chris Bentson, Eric Ploumis, and Ken Alexander who will provide information related to the selling and purchasing of practices as well as how to position a practice for future sale. Dr. Tim Trulove and Dr. Grady Price will provide their personal experiences having been involved in multiple transitions throughout their careers. A panel of all speakers will be convened for what has proved in the past a robust question and answer session with the seminar attendees.

## STAFF

The membership has repeatedly asked for help in the recruitment and retention of staff members. Several programs and initiatives have been introduced in recent years to address those requests and concerns.

A staff highlight of recent times has been the Orthodontic Staff Presentation Competition. Staff members from AAO practices are able to submit Powerpoint presentations related to improving patient care, office systems related to delivery of care or management, marketing. The presentations provide valuable information and are well executed. (The 2009 winner was named World Champion Nurse at the 7<sup>th</sup> International Congress of Orthodontics in Australia.)

It has been discussed that the constituencies might conduct a Staff Competition in conjunction with their Annual Sessions. The format is already established.

Other staff initiatives include AAO's endorsement of two formal training programs: Trapezio (formerly the Academy of Orthodontic Assisting) and the International Training Institute. Trapezio has been growing and increasing its educational content and programs. In addition to its core chairside assisting programs, courses are now available for treatment coordinators and financial coordinators. The assisting material serves as a great basis for successful completion of the Voluntary Certification Program (VCP) to become an SOA (Specialized Orthodontic Assistant).

The VCP is an acknowledgement program that is a representation of the AAO's commitment to the professionalism and training of chairside orthodontic assistants. The certification is for a period of three years and renewal requirements will include demonstration of ongoing professional activity. While it is not intended to have any reciprocity with state licensure, it is a credential that staff members can take with them to future positions. There are currently 41 Specialized Orthodontic Assistants<sup>SM</sup>.

The Orthodontic Staff Club is available to all staff members of AAO members for a nominal fee of \$25 per annum. Staff members receive communications from the AAO and have access to free, unlimited continuing education through the Distance Learning Program. Numerous member benefits are currently under consideration.

## EDUCATION

Learning via webinars was introduced within the last year and has been quite successful as related to efficient information dissemination and attendance by doctors and their staffs. Topics have included practice profitability, laser surgery, and CBCT among others. The webinars consist of a 60-minute Powerpoint presentation by an expert in the field of the topic followed by a 15-minute Q&A. The presenters have been generous with their time, as they have made themselves accessible for questions via email following the sessions as well. Future webinars will continue to focus on clinical procedures, practice management, marketing, and integration of technology as it applies to each of the aforementioned.

The BOT has requested COOP to review and develop Action Recommendations for developing financial planning programs for all members. In response, A Webinar, "Navigating Practice Finances" by Dr. Leo Sinna was held on April 7 and 12, 2011. Participants received insights and practical guidance on funds management and strategies to increase practice profitability. The presentation also addressed personal and practice financial break-even points to integrate personal and business debt management in practice-related financial decisions, alternative debt structures and debt retirement strategies, explored the time value of saving and financial assets in setting financial goals with analysis of risk, and examined the financial health of an orthodontic practice with regard for economic and orthodontic treatment cycles.

The “Handling Orthodontic Emergencies” poster and “Prevent Accidents – But Know What to do If One Occurs” (Dental Trauma brochure) is slated to be distributed in fall 2011 to the active members of the American Association of School Nurses, elementary and secondary principals of the National Catholic Educational Association, and principals of the National Association of Independent Schools: 5,936 independent schools will be reached in addition to 10,650 public school nurses. The “Handling Orthodontic Emergencies” poster has been planned as a biennial release and this will be the third. Feedback from the nurses has been quite positive. The poster is available on the member website as a free download for those who would like to distribute it locally to any nurses who did not receive it through the association.

It has been a pleasure serving the SWSO on COOP. I look forward to continuing my service in the spirit of the good work so many AAO members throughout the country have dedicated themselves to doing.

---

## **Council on Orthodontic Health Care Report**

**Dr. Stephen Robirds**

---

Reporting on the COHC meeting held January 2011, the COHC continues its work on Access to Care through the following initiatives:

Due to the work of the Craniofacial and Special Needs Task Force, very soon, all AAO members that are part of a Craniofacial team will be listed in a special section on the AAO website.

The Council will be exploring the possibility of using Medical codes for insurance reimbursement for orthodontic procedures on special needs patients and putting forth its conclusions.

Updates continue on the progress of the AAO DOS (Donated Orthodontic Services) Task Force, which currently is in 5 states. Cost is a concern in developing a national program, but all 5 states are seeing patients through the programs established.

COHC representatives will be contacting the National Association of Rural Healthcare Clinics (NARHC) to see if a dental component exists and if volunteer orthodontists could be staffed.

On the Insurance Coding Issues:

The COHC continues to send representatives to various provider meetings around the country to keep up with any changes in the industry and how it will affect orthodontics.

Maintain a presence on the ADA Code Revision Committee meetings to monitor changes and revisions to the ADA Coding manual that is put out every other year.

AAO Member Hotline continues to take calls from members with issues related to insurance coding, acceptance, and payments for services rendered.

---

## **SWSO-ABO Report**

**Dr. Jeryl English**

---

Greetings! This will be my final American Board of Orthodontics (ABO) report, as my eight-year term expires in May 2011. I want each of you to know that every day I feel profoundly grateful for having been given the opportunity to be the ABO Director from SWSO. It has been an honor and privilege to serve as your Director.

The highlight of my tenure on the ABO has been the historic renovation of our ABO office and the construction of the new Clinical Examination Center.

**The ABO Unveils Renovated Office 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 the AAO, CDABO, and others were in attendance to celebrate this historic event.

Following the ceremony, the first clinical examinations in the new testing center took place November 18-20. The customized state-of-the-art examination center allows the ABO to administer all examinations more effectively, efficiently, and frequently. The examination center offers 10 exam rooms wired for sound and video recording to allow monitoring of the examination 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.

Examinations will be offered every February, June, and November, with a fourth examination possible if needed. The February examination will continue to be offered in Dallas, Texas, in 2011 and 2012, due to contractual obligations. A trial of complete electronic case submissions (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 in the new facility, which 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 with its continuing partnership with the AAO. When not in use, the exam 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 who 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 their remaining category cases.

### **2011 ABO Clinical Exam**

In February, the ABO held its Clinical Examination in Dallas, Texas, utilizing 43 examiners to examine 852 cases. This examination session included the First Recertification Examination for orthodontists who selected the Gateway Offer, the ICE for orthodontists who recently completed their postdoctoral programs, and the traditional Clinical Examination for orthodontists completing the Option I or Option II certification pathways. The ABO certified or recertified 141 of the 172 examinees, which is an 82% rate.

There were 88 orthodontists who successfully completed the First Recertification Examination, thereby maintaining their certification. Of the 60 orthodontists who successfully presented cases for the ICE, 48 became Diplomates and 12 banked over 50 cases.

The banking process requires a minimum of three cases presented via personal appearance at the clinical examination. Of the cases that are presented from residency, cases that are *Complete* will be "banked," or documented at the ABO central office. The examinee must collect the balance of required cases, either from residency within 24 months of graduation or from post-residency practice, for grading within ten years with two more attempts. If at least three cases are *Complete* and include at least one case with a DI of 20 or above, and the BCOE is *Complete*, the examinee may mail the remaining cases to the ABO for grading at a future clinical examination. Orthodontic program directors will receive the list of names that passed the Clinical Examination as well as those who banked cases and will be included with the Written Exam results packet.

### **2011 ABO Written Examination**

The ABO will offer the Written Examination on April 19-22, 2011 at Pearson VUE Centers throughout the U.S. and Canada. We are field-testing a four-day exam session because Mondays do not typically have many participants. There are 364 registered for the exam. Orthodontic program directors will receive their residents'

Written Examination scores and consolidated quintiles for each of the four exam modules, as well as the individual examinee's quintiles by section, including the percent of items answered correctly.

### **2011 Annual Session in Chicago**

Exceptional cases will be shown at the McCormick Place convention center in the case display from May 15-17. These cases were selected from newly board certified orthodontists.

### **Awards**

- 2011 ABO Albert H. Ketcham Memorial Award will honor Dr. Vincent Kokich.
- 2011 ABO Dale B. Wade Award of Excellence will honor Drs. H. Garland Hershey and Roberto C. Justus.
- 2011 ABO Earl E. and Wilma S. Shepard Distinguished Service Award will honor Dr. Russell Kittleson.
- 2011 Special Recognition Award will be granted to Dr. Walter Belanger and the award will officially be named the O.B. Vaughan Award.

The ABO will present the Wade, Shepard and Special Recognition Awards at the College of Diplomates luncheon Saturday, May 14.

Finally, I want to express my deepest appreciation to all of the ABO Directors with whom I have had the extreme pleasure to serve. All are superb individuals with multiple talents.

Congratulations to Dr. Larry Tadlock who has been selected as my replacement as ABO Director from the SWSO. This will become official once he is confirmed by the AAO House of Delegates, at the AAO meeting in Chicago. I am confident that Dr. Tadlock will represent the SWSO in a superb and professional manner.

---

## **AAOF Board of Directors Report**

Dr. Jeffery Thompson

---

The AAOF BOD met in St. Louis on February 25th and 26th, 2011. It has been my pleasure to begin my tour of service on the AAOF Board this year. While the primary directive of the AAOF is, and continues to be, support of junior faculty, a new emphasis is the AAOF Craniofacial Growth Legacy Collections Project ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)). The purpose of this collections project is to centralize and preserve collections of longitudinal craniofacial growth records in the United States and Canada, (Bolton-Brush, Michigan Growth, etc.) Nine of the eleven known studies are incorporated in this project. I invite everyone to visit the website to familiarize themselves with the project if you have not already done so. Our goal is to raise a maximum of \$1.5 million w/ no more than 300 pledgers (The Legacy 300). These pledges can come from individuals, Constituent and Component Societies, as well as alumni organizations. NESO has already "stepped up." They have challenged all AAO Constituent Societies to match their pledge of \$50,000, which represents \$45 per member, and the Rhode Island Association of Orthodontists, which pledged \$5,000, challenges all AAO Component Societies to commit \$45 per member or a minimum of \$5,000.

To date this effort has realized \$405,000, or 27.0 per cent of our goal, with pledges having come from individual AAO members, Constituent and Component Societies, and alumni associations, among others.

Attached Background information (from AAOF files):

### **Become one of the Legacy 300**

While continuing to support junior faculty, the AAOF's overall fundraising campaign, **Continued Commitment to the Specialty®**, will focus on support of the **AAOF Craniofacial Growth Legacy Collections Project** ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)) between now and December 31, 2011 as follows:

- A goal of a maximum of \$1.5 Million from no more than 300 pledgers (Legacy 300), restricted for this purpose, with pledges at a minimum of \$5,000 to be redeemed over as many as five years.
- All AAO members, whether or not they have previously made a **Continued Commitment to the Specialty®** in support of the AAO Foundation, are invited and encouraged to make a restricted gift for the Collections Project.
  - For new pledgers or those who have completed their previous pledge(s), this would constitute a new pledge.
  - For those with open pledges, this would increase the total lifetime pledge by the amount pledged and would also increase the payment schedule accordingly.
  - Pledges are welcome from individuals, companies, alumni associations, etc.
- To become one of the Legacy 300
  - Send an e-mail to [aaofevp@aaortho.org](mailto:aaofevp@aaortho.org)
  - Noting the dollar amount (minimum of \$5,000)
  - Statement frequency (annually/quarterly)
  - Statement duration (maximum of five years), and
  - Stipulate that the pledge is to be restricted to the Collections Project
  - For example, \$25,000, with annual statements, to be redeemed over five years, restricted to the Collections Project.

The SWSO has always been a leader in support of higher education. The Collections Project is a chance to continue our support in a very worthy way. I urge all SWSO members to consider a donation to the AAOF to be restricted to the AAOF Craniofacial Growth Legacy Collections Project. I thank all of you for your support in advance!

---

## ANNOUNCEMENTS

### Dr. Fred Garrett Wins Blair Award Dr. Jeffrey Thompson

Fred Garrett (SWSO/TX) has served with distinction on the AAO Foundation Board of Director since 1993. In fact, when considering his replacement as National Campaign Chair last year, the Board ultimately decided to ask him to continue serving indefinitely in that capacity and, consequently, just last month felt compelled to waive the rules concerning the *Eugene and Pauline Blair, American Association of Orthodontists Foundation, Distinguished Service Award* (which holds that no current Director may receive this award for meritorious service) and present this to him at the AAO Annual Session in Hawaii in 2012, due to his long involvement, his many contributions to the AAO Foundation, and the special circumstances of his continued exemplary leadership.

- He is AAOF Regent (\$25,000 pledge) #12 out of 524 and Fellow (\$50,000) #12 out of 45. His wife, Diane, is also an AAOF Regent, having contributed at that level in his honor, so between them, they have pledged \$75,000 to the AAO Foundation campaign, **Continued Commitment to the Specialty®**
- Early on, he and Diane have made a commitment to include the AAO Foundation in their estate plans, and thus they became Keystone Society members #13 out of 237.
- For a decade and a half, he has represented the AAOF annually at the Graduate Orthodontic Residency Program (GORP) where he has been responsible for 1,200 Vanguard Society pledges, i.e., those made by orthodontic students while still in their residency programs. Many of them have gone on to become AAOF Regents and Keystone Society members, as well.

Those who have received the Blair Award have earned it for their service to the Foundation, including James Gjerset (MSO/ND), who is scheduled to receive this award at the AAO Annual Session in Chicago in May. Jim and LuAnne moved to Texas to be nearer grandchildren a few years ago, so the SWSO is claiming him, too, at

least to some extent as well, and we invite you to attend the Foundation Breakfast to see him honored in 2011, just as we encourage you to mark your calendars, now, for the 2012 AAO Annual Session at which time we will honor Fred Garrett, aka Mr. AAOF.

**AAOF COLLECTIONS PROJECT**

Another way we can all honor Fred Garrett is by making a pledge of \$5,000 or more to the AAOF with the understanding that this is to be restricted to the **AAO Foundation Craniofacial Growth Legacy Collection Project** ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)) in his honor.

With AAOF support, nine of the eleven known collections of longitudinal craniofacial growth records in the United States and Canada have joined together to create a web site ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)) and its underlying numerical database. Our purpose is to make representative 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. They have been gathered, cataloged, and studied over a period of more than seventy-five years. The materials they contain are literally irreplaceable. Each of the collections is independent from the others and has pursued its own sampling and data collection strategies. Taken together, these different and complementary strategies have produced a rich longitudinal record of craniofacial development among children who did not receive orthodontic treatment. Available documentation of the growth process in the several collections includes skull x-ray images of various sorts, 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. numerical database.

To date, the following SWSO members have made a restricted gift pledge to the Collections Project and in this chronological order:

NAME	AMOUNT	COMMENTS
Fred Garrett	\$5,000	AAOF BOD
Gayle Glenn	\$5,000	AAO BOT/& AAOF BOD
Percy E. Luecke, III	\$5,000	SWSO/TX
Daniel C. Peavy, Jr.	\$5,000	SWSO/TX
J. Dean Jensen	\$5,000	SWSO/TX
Jeffrey S. Genecov	\$5,000	SWSO/TX
L. Donald Mayer	\$5,000	SWSO/TX
Albert H. (Tripp) Owen, III	\$5,000	SWSO/TX
J. Kendal Dillehay	\$5,000	SWSO/KS
Michael L. Mizell	\$5,000	SWSO/TX
J. Clifton Alexander	\$5,000	SWSO/TX
Larry P. Tadlock	\$5,000	SWSO/TX
Joel Martinez	\$5,000	SWSO/TX
John R. St. Clair	\$5,000	SWSO/TX
Anna Maria Salas	\$5,000	SWSO/TX
Fred Massey	\$5,000	SWSO/TX
Jay W. Vincent	\$5,000	SWSO/TX
Lee A. Mahlman	\$5,000	SWSO/TX
John B. Wise	\$5,000	SWSO/TX
Kara Bailey	\$5,000	SWSO/TX
David Adame	\$5,000	SWSO/TX
Randy Ellis	\$5,000	SWSO/TX

If you haven't made your **Continued Commitment to the Specialty®** in support of the AAOF Collections Project, now is a good time to do so. And make it In Honor Of Fred Garrett.

## RESPONSE FORM

### AAOF Craniofacial Growth Legacy Collections Project

\_\_\_ Yes, count me in! I want to help support the AAO Foundation and make a gift In Honor of Fred Garrett.

Pledge Amount (e.g., \$5,000): \_\_\_\_\_

- Pledge of \$5,000-\$24,999 may be redeemed over five years
- Pledges at the Regent (\$25,000) or higher may be redeemed over ten (10) years.

Designation (Please Check One):

- **Restricted to the AAOF Craniofacial Growth Legacy Collections Project:** \_\_\_
- Restricted to the Endowment: \_\_\_
- Unrestricted: \_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

Please mail/fax response to:



American Association of Orthodontists Foundation  
401 N. Lindbergh Blvd.  
St. Louis, MO 63141  
Tel.: 314.993.1700, #546  
Toll Free: 800.424.2841, #546  
Direct: 314.292.6546  
**Fax: 314.993.5208**  
E-Mail: [rhazel@aaortho.org](mailto:rhazel@aaortho.org)

Please remember the AAO Foundation in your estate plans.

---

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

---

**FOR IMMEDIATE RELEASE**

**April 19, 2011**

For information contact:

Jessica Kassel, 314-910-2884

Kassel Communications

[kasselcommunications@gmail.com](mailto:kasselcommunications@gmail.com)

### **ABO renames examinations for Gateway Diplomates to clarify certification, recertification process**

The American Board of Orthodontics (ABO) recently renamed the examinations that Gateway Diplomates must take to maintain their Diplomate status in the coming years. Gateway Diplomates are those practicing orthodontists who accepted the Gateway Offer, a pathway to certification that was available from 2005 through 2007. The ABO Board of Directors renamed the examinations to clarify the board-certification and recertification process for these individuals.

The first examination is now named the [Gateway Certification Examination](#). The ABO offers this examination during its Clinical Examination sessions throughout the year. Gateway Diplomates must take this examination within five years of accepting the Gateway Offer, or they risk losing their board certificate. For some, this time frame has already passed. Others still have time to take this examination. After Dec. 31, 2012, the ABO will no longer offer this examination.

Gateway Diplomates paid for the Gateway Certification Examination when they accepted the Gateway Offer. Orthodontists are required to [register](#) and take this examination prior to the expiration date on their certificate. An up-to-date list of [Clinical Examination sessions and the registration deadlines](#) are listed on the ABO website, [www.americanboardortho.com](http://www.americanboardortho.com). Information on the [patient source, the components of the Gateway Certification Examination, and the case criteria for the Gateway Certification Examination](#) are all available on the ABO website.

For those individuals who are unable to accumulate a sufficient number of cases to complete the Gateway Certification Examination by their deadline, the ABO offers the [Beginning Certification Examination](#). Individuals may register and pay for this examination whenever they are ready to restart the board-certification process.

After completing the Gateway Certification Examination, Gateway Diplomates must take recertification examinations every 10 years to keep their board certificate current. These examinations are now named the First Recertification Examination, the Second Recertification Examination, the Third Recertification Examination and the Fourth Recertification Examination. Information on [the patient source, the components of the recertification examinations and the case criteria](#) are all available on the ABO website. The ABO will begin offering these examinations starting in 2013.

### **About the ABO**

The ABO, founded in 1929, was the first specialty board in dentistry. It is the only orthodontic specialty board recognized by the American Dental Association and sponsored by the American Association of Orthodontists. The primary purpose of the ABO is to elevate the level of orthodontic care for the public by encouraging excellence in clinical practice and specialty education. In its mission statement, the ABO clearly defines four objectives: 1) to evaluate the knowledge and clinical skills of graduates of accredited orthodontic programs by conducting exams and conferring time-limited certificates; 2) to reevaluate clinical knowledge and skills

through administration of recertification exams throughout a Diplomate's career; 3) to support the development of quality graduate, postgraduate and continuing-education programs in orthodontics; and 4) to promote and encourage certification expertise throughout the world.

The certificate issued by the ABO signifies a certification of attainment. It does not confer any legal qualification, privilege, or license to practice orthodontics. It is not a professional or academic degree. In essence, board certification is a process by which an individual orthodontist is voluntarily examined by his/her peers as to orthodontic knowledge and clinical skills. The passage of the examination process is a demonstration to the dental profession and the general public of the orthodontist's pursuit of continued proficiency and excellence in orthodontics.

To learn more about the ABO, visit the website [www.americanboardortho.com](http://www.americanboardortho.com).

---

### **State/Regional Association Announcements**

---

At the Spring meeting of the Arkansas Association of Orthodontists, Dr. Ben Burris was nominated to serve as representative to the SWSO Board of Directors after an interim term. If you have any announcements regarding your state or local orthodontics association events or new appointments, please contact Dr. Kirt Simmons, at [SimmonsKE@archildrens.org](mailto:SimmonsKE@archildrens.org).

---

### **Upcoming Meetings**

---

The SWSO annual session is scheduled for October 13–16 at the Westin Galleria in Houston. For more information, please contact Ms. Judy Salisbury at [jsalisbury00@gmail.com](mailto:jsalisbury00@gmail.com).

For more information, please contact Dr. Jeremy Smith at [jsmithdds@drsmithbraces.com](mailto:jsmithdds@drsmithbraces.com).

January 27-29, 2012 Marco Island, Florida—Winter Conference with AAPD

May 4-8, 2012 Honolulu, Hawaii—2012 AAO Annual Session

---

### **Notice of Member Deaths**

---

The following SWSO members have passed away in the last 6 months: Robert B. Chastant, New Iberia, Louisiana; Tom Matthews, Dallas, Texas; and William Reynolds, El Paso, Texas. We extend our sincere condolences to the family and friends of these members.

If you have any announcements you wish to add to future newsletters, please contact the Editor of the SWSO Newsletter, Dr. Kirt Simmons, at [SimmonsKE@archildrens.org](mailto:SimmonsKE@archildrens.org), or 501-868-2696.