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## ***PRESIDENT’S MESSAGE***

Dr. Richard Boyd, President SWSO

*Hello SWSO Members:*

It is my pleasure to serve as your President this year. I will get right to the point. This is the year that I want you AND your staff to attend the Southwestern Society of Orthodontists Meeting in Oklahoma City, Oklahoma on October 25 to 28, 2012. Yes, you and your entire staff need to sign up and attend this meeting together! Our theme is “TEAMWORK: Common Goals, Uncommon Results.” Please mark your calendar now! No excuses like “I forgot,” “It is too late to sign up,” or “I have never taken my staff to a meeting”—if you miss this meeting, then shame on you, because we have planned the entire meeting with the training of your staff in mind.

But do not worry; we have plenty for doctors, too. Since most changes start with the doctor, we have asked Dr. Roger Levin to speak to you on Friday. Dr. Levin’s specialty is to motivate us and open our minds to what we can do in our practice to grow and prosper in the current economic conditions. On Saturday, we will spend our day with Dr. John Graham. Dr. Graham is an engaging and energetic speaker who will bring us all up to date on the latest and greatest technology in orthodontics.

Because teamwork is achieved by having highly trained and motivated staff members, we have asked LeeAnn Peniche to conduct a 2-day seminar. Your staff members will be trained by LeeAnn and her associates in a workshop format that will touch upon all staff positions within an orthodontic office. Just remember as you save the date on your calendar, teamwork is a spirit that flows between us and our staff members, and it results in positive changes, and creates happy patients. This is the key to having a successful orthodontic practice. If

scheduled on your own, this quality of staff training would cost tens of thousands of dollars! So come to beautiful Oklahoma City on October 25-28 and get it all. The hotel is affordable and the transportation to Oklahoma City is reasonable and abundant. The official SWSO registration materials will be sent to you in a few months but I want your calendar marked now.

Oh, by the way, do not think about leaving on Saturday! If you do, you lose! Sunday morning is going to be the BEST yet. The FISH Philosophy group will motivate doctors and staff to create energetic, unified, and successful work environments. This is a fast-paced, powerful event that will send us home to find relevant solutions to such concerns as productivity, customer service, teamwork, employee retention and leadership. See you in Oklahoma City, October 25 to 28, 2012.

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## ***TRUSTEE REPORT***

Dr. Gayle Glenn, SWSO Trustee to the American Association of Orthodontists (AAO)

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Last year, the AAO House of Delegates (HOD) adopted a new strategic plan format. This document can be used as a “report card” on how well the goals of the AAO are being met. Consideration of the 2012-13 budget relates to the Critical Issues outlined in the strategic plan.

### CONSUMER AWARENESS

Consumer education continues to be one of the AAO’s Critical Issues. The Consumer Awareness Program (CAP) will continue in 2012-13 as funded by the 2-year \$650 member assessment passed by the 2011 HOD. The new campaign, “My Life. My Smile. My Orthodontist.” and associated web site [www.mylifemysmile.org](http://www.mylifemysmile.org) launched in January 2012. Materials are being produced to educate constituent and component members on the program and how they can promote the campaign on the local level. The Council on Communicaitons (COC) is offering spokespersons to travel to component meetings to speak with members on how to use the CAP materials. The Board of Trustees (BOT) has appointed a committee to oversee the branding efforts involved with the campaign. Other budget requests include funding for focus group research and a communication audit.

### PROFESSIONAL ADVOCACY

#### *Governmental Affairs*

The 2012 Professional Advocacy Conference was held January 23-25, 2012 in Washington, DC, with 87 AAO members participating. Tucker Carlson and Charlie Cook were the keynote speakers. SWSO members who attended included Scott Hamilton (Council on Government Affairs [COGA] representative), Dean Jensen (AAO Political Action Committee [AAOPAC] representative), Ken Dillehay, Jim Dyer, Gayle Glenn, 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. Talking points were developed regarding 1) strengthening support and growth of small businesses, and 2) preserving access and affordability of oral health care by supporting Flexible Spending Accounts and access to high quality dental care, plus repeal of the excise tax on medical devices. COGA wishes to increase the number of participants in 2013 by inviting those who have demonstrated interest the AAOPAC and have key legislative contacts. Contact Scott Hamilton [[Drscott@hwortho.com](mailto:Drscott@hwortho.com)] or Dean Jensen [[djensendds@aol.com](mailto:djensendds@aol.com)] for details.

### ACCESS TO CARE

The AAO launched the Donated Orthodontic Services Program (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. State leadership for the pilot programs has been identified, over 369 volunteer orthodontists have been recruited, and program guidelines and communication materials have been developed for each state. Over 300 patients are currently being treated by the volunteer orthodontists, with 368 pending placement with orthodontists. Funding to expand into additional states is needed and sources are being identified. The following has been learned from the pilot program: 1) orthodontists will volunteer to treat patients pro bono; 2) there are many children needing access to orthodontic

care; 3) partnering with Dental Lifeline Network reduces the costs of administering the program; and 4) patients can be treated for an administrative fee of \$200 per patient. Component organizations that are interested in starting a DOS state program should talk with members of the Access to Care Task Force Scott Hamilton [[Drscott@hwortho.com](mailto:Drscott@hwortho.com)], Steve Robirds [[drsdrobirds@sbcglobal.net](mailto:drsdrobirds@sbcglobal.net)], or Gayle Glenn [[gayleglenn@earthlink.net](mailto:gayleglenn@earthlink.net)].

### RELATIONSHIP WITH GENERAL DENTISTS AND OTHER PROFESSIONALS

Relationships with the American Dental Association (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 seeking greater representation on the ADA Code Revision Committee and the American Dental Education Association (ADEA) governance structure.

### TRANSITION OF RECENT GRADUATES TO PRACTICE

In response to this Critical Issue, the AAO Practice Opportunities Service was expanded to improve utilization. Currently there are still more “seekers” than “providers” registered for the service. Reports from recent graduates indicate that they are having difficulty finding positions after graduation.

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

Webinars on practice management topics including marketing, management, practice transition, and retirement are scheduled to continue in 2012-13. The biannual patient census survey is to take place in 2012-13. Funds are requested to update the content of the Office Design Manual. The Orthodontic Staff Competition for 2013 will be changed to include submission of youtube.com videos.

### TASK FORCE INITIATIVES

The Task Force on Faculty Recruitment and Retention continues to have oversight over the University Distance Education Program. Funding has been requested for 2012-13 to update the current lecture library and promote the offerings globally. The intent of the program is to share expert resources at this time of faculty shortage. The Task Force is also requesting that the fellowship award for Craniofacial Anomalies and Special Care Training be carried over to 2012-13 in anticipation of having a qualified candidate.

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.

### ADDITIONAL ITEMS

AAO Headquarters Renovation Project: Several infrastructure improvements are necessary and it is prudent to undertake other improvements as part of the project. Major aspects of the project include replacement of the 1<sup>st</sup> and 2<sup>nd</sup> floor ceilings, replacement of the damaged skylight of the atrium, relocation of the library and archival documents to a climate controlled area and implementation of an energy management system. A Building Project Oversight Committee has been named by the BOT to evaluate plans for the renovation. Final pricing is not yet available, but is expected to range from \$3 to 3.6 million. Due to low interest rates and available financing, no increase in dues is anticipated to fund the project.

The following SWSO members have been selected as Council Chairs for 2012-13: Jeffrey Johnson—Council on Orthodontic Practice, Larson Keso—Council on Insurance, and G. Frans Currier—Council on Scientific Affairs. Gayle Glenn has been nominated as AAO President-Elect. Dr. J. Kendall Dillehay will be installed to the AAO Board of Trustees as the new SWSO Trustee during the Annual Session in Hawaii.

Future meeting dates:

October 25-28, 2012	SWSO Annual Session, Oklahoma City, OK
February 7, 2013	AAO Leadership Conference, Desert Springs, CA
February 8-10, 2013	Winter Conference with American Academy of Pediatrics, Desert Springs, CA
May 3-7, 2013	AAO Annual Session, Philadelphia, PA

This is my final report to you as the SWSO Trustee. I want to thank you for the privilege and honor to have served in this capacity. I could have never done it without the friendship and support of the SWSO members! If you have any questions, please contact me at 214-696-3082 (work) or 214-520-2481 (home).

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***REPORT FROM THE COUNCIL ON MEMBERSHIP, ETHICS, AND JUDICIAL CONCERNS***

Dr. Clark D. Colville, SWSO Representative to COMEJC

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MEMBERSHIP

Membership in the AAO continues to be strong, with growth continuing in the International membership category. Some changes are noted where the Life Active members tend to be increasing (remaining in practice) and the student membership is continuing to increase. Efforts are being made to enhance the experience for International members at the annual meeting by providing a dedicated area at the annual meeting, in addition to other minor changes.

There has been an ongoing concern that the assessment has had, or will have, a negative impact on membership. This does not bear out in the membership numbers. However, we will continue to monitor the Exit Surveys results on an annual basis to look for any changes.

*A Membership Needs and Satisfaction Survey* has been completed and the results have been shared with the BOT, as well as the COMEJC. This survey forms the basis for understanding how the AAO is serving its members, and where improvements can be made. The results showed some very positive results in many areas, and also indicated where the association can improve to continue to be relevant to the members. These surveys form the backbone of many initiatives that come from our various Councils and the BOT.

The online Membership Directory will allow some changes soon to the listing of techniques. Members should review their information in the directory and update as needed.

The Council on Orthodontic Practice (COOP) and COMEJC are gathering information to determine the extent recent graduates are performing general dentistry and pediatric dental services as a result of economic conditions over the past several years. The BOT has formed a Task force to review this issue. Possible implications involve the Bylaws definition for an orthodontist, insurance concerns, and related issues.

The COMEJC (the Council) is aware of online “certification” courses advertising alternative forms of “becoming an orthodontist.” The AAO application process has a number of processes to ensure all members are trained through accredited programs. Nonetheless, it is imperative that we continue to monitor these unusual programs as we are made aware of them, and work with the World Federation of Orthodontists (WFO) where appropriate, to maintain the integrity of our organization.

ETHICS AND JUDICIAL CONCERNS

The Council continues to work through the complaints that are sent to the AAO, from both patients and members of the association. Overall, the number of complaints was less than in previous years. The most common issues are failure to provide records for patients in treatment, patients unhappy with treatment outcomes, and doctors unhappy with advertising by fellow members in various forms and fashions. Members

should read the Principles of Ethics and Code of Professional (Principles) conduct to become familiar with the information that could potentially cause some headaches for their practices if not followed.

Group buying programs found on the internet are a subject of concern for many. The AAO has recommended that each member consult their state and regulatory agencies as to whether these may constitute legal advertising or could be considered fee splitting.

In general, the transfer of cases (for any reason) seems to cause a lot of problems for members. The Principles are very clear when it comes to providing records at the request of a patient. It is worth noting that it is required, and failure to do so generally makes the patients very upset!

The American Journal of Orthodontics and Dentofacial Orthopedics (AJODO) has a dedicated column each month, written by Dr. Peter Greco. These articles have been well received and are generating discussion among members, and in some cases are being used by orthodontic programs as a part of their required course on ethics. The Council is very encouraged that the articles are having the intended effect, and we again encourage all members to read the articles on a monthly basis. The Council is working with Dr. Greco to provide topics that are current and interesting to the profession.

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### ***REPORT FROM THE COUNCIL ON NEW AND YOUNGER MEMBERS***

Dr. Justin Power, SWSO Representative to CONYM

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As a council member I represented CONYM at the 2011 annual Graduate Orthodontic Residents Program (GORP) meeting, which was held this year in late July at Saint Louis University and attended by orthodontic residents from all over North America. I made a presentation to the residents about how CONYM can be of benefit to them and about its representation of the interests of residents and new practitioners to the AAO community.

The 2012 New Orthodontists/Residents lecture and reception will take place on Sunday, May 6 during the 112<sup>th</sup> AAO Annual Session. The program will feature Dr. Mark Yanosky speaking on the do's and don'ts of orthodontic laser treatment, followed by a reception.

The American Student Dental Association (ASDA) is the national student-run organization which protects and advances the rights, interests, and welfare of students pursuing careers in dentistry. The AAO joins other dental specialties with concurrent sessions and exhibits. A CONYM representative will make a presentation on orthodontics at the next ASDA annual meeting next March.

The CONYM held its annual meeting on January 26, 2012 at Marco Island, Florida, preceding the AAO–American Academy of Pediatric Dentistry joint clinical conference at that location. All council members were present and reports were given on the progress of the 2012 New Orthodontist/Residents lecture and reception. A committee was formed to plan for this event at the 2013 annual session. Assignments were made for council members to attend the 2012 ADA New Dentist Conference and the 2012 GORP Meeting. Finally, Judd Reed (Southern Association of Orthodontists) was elected to a second term as council chair for CONYM for next year.

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### ***REPORT FROM THE COUNCIL ON COMMUNICATIONS***

Dr. Devek Frech, SWSO Representative to COC

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The Council on Communications (COC; the Council) met in St. Louis on December 2–3, 2011. Those present included Drs. James Paschal, Steve Belli, Ken Fischer, James Klarsch, Myron Guymon, Sal Manente, and Mario Polo, and Dr. Nahid Maleki, Board liaison to the Council. Dr. Devek Frech participated in the meeting via Skype due to a medical emergency at home. Also in attendance were Linda Gladden, Director of Communications and Marketing, and Pam Paladin, Marketing and Member/Consumer Relations Manager.

## CONSUMER AWARENESS PROGRAM

In June 2011, the BOT approved the hiring of Athorn, Clark, & Partners (AC&P), an advertising firm headquartered in New York City, and Finn Partners, a public relations firm headquartered in New York City. The Board approved the hiring of both firms based on a recommendation from a committee comprised of both COC members and members of the BOT AC&P presented to the COC and the Council on Orthodontic Health Care during our summer 2011 meeting.

AC&P and Finn Partners are shepherding the AAO Consumer Awareness Program (CAP) in reaching out to potential adult patients, as well as to parents who are considering orthodontic treatment for their children. Per the AAO's Strategic Plan, the AAO CAP is charged with increasing consumer demand for orthodontic services, and with improving consumers' understanding of the educational qualifications needed to provide orthodontic care. The new campaign is known as "My Life. My Smile. My Orthodontist." It formally launched the second week of January 2012, which meant the AAO had no media presence for 6 months since the "Puzzle" campaign ended in June 2011. This was due to problems with the rights to the tagline, which have been resolved.

CAP components include cable TV commercials (U.S. only), print ads, online advertising, and public relations activities. A new consumer-facing website with a new URL, MyLifeMySmile.org, is the keystone of the campaign. All advertising and public relations messaging suggest that the audience visit MyLifeMySmile.org. The website serves two purposes: to educate visitors about orthodontic care and orthodontists; and to put visitors in touch with AAO members through the online "Find an Orthodontist" service.

Cable TV commercials are airing through the end of May on these U.S. cable stations: Style, E!, WE TV, Discovery Fit & Health, Bravo, HGTV, and TLC. Print ads will appear in *More*, *Fitness*, and *Ready, Set, Grow* magazines from March through June 6 2012. Online activity includes sponsored keyword searches on Google and YouTube, and banner ads on Facebook, WebMD, and EverydayHealth in the U.S. and Canada. AAO is also testing banner ads on eHarmony until about mid-February 2012. Paid online outreach is scheduled through the end of May 2012. Print ads will run in *Canadian Living* and *Coup de Pouce* in Canada, as well as in magazines in Puerto Rico, for the remainder of the AAO fiscal year (fiscal year ends May 31, 2012).

The public relations arm of the CAP is off to a strong start. Finn Partners "pitched" the AAO CAP story idea to a *New York Times* reporter who covers the advertising beat. The story idea was accepted; an article was published February 2. As a result of the Times article, the AAO has received coverage from DrBicuspid.com, the Washington Post Group, and Orthodontic Products. Other details are in the CAP report given to the delegates regarding the campaign.

## HEALTHCARE GROUPS

The Council asked staff to inform constituent and component leaders about available speaking engagements to groups of hygienists, school nurses, pediatric nurse practitioners, pediatricians, psychologists, high school counselors, and physicians' assistants. Council also requested that staff create a PowerPoint presentation that includes information about orthodontic emergencies, hygiene, the benefits of orthodontic treatment, and different types of orthodontic treatment. Those AAO leaders who want to present to a group of healthcare professionals, could then pick and choose which parts of the presentation he/she would share with the respective group of healthcare professionals.

The Council suggested that staff create an outline for each group of healthcare professionals so interested members could use the outline as a guide and then use the appropriate PPT slides to correspond with the outline.

Career Day Presentation/Presentation for Students Grades K-2: Staff is currently working on a Career Day PowerPoint that will be posted on AAOinfo.org for members to download. The Council asked that staff mention in the PowerPoint that some orthodontic care is done purely for cosmetic purposes. While the Council once

discussed the possibility of making a grade K-2 presentation available to members, they elected to not move ahead with such a presentation at this time.

#### TMJ/TMD BROCHURE, SLEEP APNEA BROCHURE

The Council is not in favor of working on a TMJ/TMD brochure nor a sleep apnea brochure at this time. Staff will see if an AAO and/or AAO Insurance Company policy exists in respect to TMD/TMJ. The existence of a policy will determine any action in respect to posting TMJ/TMD literature on the AAO member site.

If a specific TMD/TMJ policy does not exist, then staff will contact the ADA and ask if the latter's information may be repackaged and then relay to the ADA that they will be credited on the repackaged material. The Council suggests that the Council on Scientific Affairs should review the science behind sleep apnea and orthodontics. In the meantime, the Council has requested that the COC Member Outreach Committee review information from the Academy of Sleep Medicine. If the committee feels comfortable with the material, they will pursue the addition of appropriate links to the member website.

#### OTHER COC PROJECTS

“Ask AAO”: COC made a motion for the AAO to explore the possibility of launching a 6-month pilot program titled “Ask AAO.” A question and answer site for consumers to ask questions and receive a response from an orthodontist. These questions and answers could be utilized in a FAQ section on the consumer web site as well.

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### ***REPORT FROM THE COUNCIL ON SCIENTIFIC AFFAIRS***

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Dr. G. Frans Currier, SWSO Representative to COSA

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The COSA met via videoconference on January 6, 2012. COSA reviewed 22 applications for the Hellman, Sicher, and Graber Awards. The winners will present their lectures during Annual Session. The following are the 2012 AAO Research Awards winners:

Milo Hellman Research Award to Dr. Ashwini Joshi from the University of Michigan for research titled “Temporomandibular IGF-1 Injections Enhance Mandibular Growth and Condylar Bone Deposition in Male Adolescent Sprague Dawley Rats.”

Harry Sicher Research Award to Dr. Brienne Roloff-Chiang from the University of Washington for research titled “The Effectiveness of Mi Paste Plus™ and Prevident® Fluoride Varnish for Treatment of White Spot Lesions: A Randomized Controlled Trial.”

Thomas M. Graber Award of Special Merit to:

Dr. Jordan Lambertson from the University of Colorado for research titled “Compound Topical Versus Injection in Perception of Pain During Miniscrew Implant Placement: A Randomized Clinical Trial,”

Dr. Alfonso Navarrete from the University of Washington for research titled “Botulinum Neurotoxin Type A: Effects on Bite Force, Masticatory Function and Incisor Eruption in Rabbits,”

Dr. Neelambar Kaipatur from the University of Alberta for research titled “Bone Burden of Bisphosphonates During Orthodontic Tooth Movement in a Rat Model,”

Dr. Jessica R. Lynch from the University of Connecticut for research titled “Effect of Maxillary Incisor Retraction on the Labial and Palatal Alveolar Bone: A Case-Control Study Using CBCT,”

The 2013 Hellman, Sicher, Graber Award application are available on the AAO website. The deadline to apply for these awards is October 15, 2012.

COSA accepted 24 Oral Research applications, 442 E-Poster applications, and 42 Table Clinic applications to be presented at the 2012 AAO Annual Session. There will be no hard copies of Posterboards displayed at Annual Session. E-Posters will be available for viewing during the Annual Session and for 2 months after Annual Session on the AAO website.

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.

COSA's next meeting is on Friday, May 4, 2012 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 and moderating the Oral Research presentations. COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 4, 2013.

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## ***REPORT FROM THE COUNCIL ON GOVERNMENT AFFAIRS***

Dr. Scott D. Hamilton, SWSO Representative to COGA

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COGA met January 23 prior to the Professional advocacy conference. In addition to normal business proceedings, the following was discussed to be our most important Critical Issues for this legislative session:

### **SUPPORT ORAL HEALTH INITIATIVES**

**Promote the Importance of Oral Health Care:** Good oral health is an essential part of an individual's overall health and well-being. The AAO believes the most important factor with dental health care is that all individuals, especially our nation's children, have access to primary oral health care. The AAO supports the inclusion of pediatric dental coverage in the Essential Health Benefits package established by the Affordable Care Act (ACA) and encourages the Department of Health and Human Services to include primary and preventive dental care at a minimum in the forthcoming regulation. 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.

### **STRENGTHEN SUPPORT AND GROWTH OF SMALL BUSINESSES**

**Tax Reform for Small Business:** Congress is beginning a multi-year process to reform the tax code and much of the conversation appears centered on tax issues that impact large, multinational corporations. The AAO supports a Congressional tax reform process to streamline provisions that complicate operations and impose significant compliance costs on the small businesses that are the primary engine of job creation in the United States. The AAO supports a comprehensive review of tax policy that surveys issues including the corporate tax code, individual tax rates, and the death tax to best understand how current policy imposes higher tax burdens on small business owners rather than larger businesses.

**Premium Support to Small Businesses:** The AAO supports tax credits that would make it easier for small businesses to offer insurance coverage to our employees; such options are essential to reducing barriers to medical care. Now more than ever, the high cost of providing coverage presents a daunting challenge. AAO

members support a range of full- and part-time employees with varying salaries, and we strongly encourage you to expand tax credits for small businesses to help provide meaningful health coverage to our employees.

### 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 ACA 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 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, which is a critical component in today's health delivery system. We strongly urge protection of this important tool.

Access to High Quality Dental Care: Access to oral health care continues to plague our nation, particularly among our most vulnerable populations. 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. 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 and tooth drilling.

Excise Tax on Medical Devices: Medical device manufacturers, producers, and importers are likely to pass any costs imposed by the excise tax on medical devices on to providers and ultimately consumers in the form of higher prices on those devices. An increase in the cost of oral health care because of the excise tax on medical devices, including dental and orthodontic devices, will negatively affect access to oral care at a point in time when many are struggling to deal with their health care needs among many challenges imposed by the tough economy. Furthermore, an increase in the cost of oral health care may negatively influence patient decisions to seek such services. Failure to ensure proper access to primary and preventive oral health can have devastating and sometimes tragic consequences. It is important to note that this tax will go into effect next year and will tax most all orthodontic materials including brackets, wires, elastics etc. The AAO supports legislation to repeal the excise tax.

I appreciate the opportunity to serve on COGA and welcome any questions you might have.

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### ***REPORT ON THE AAO FOUNDATION***

Dr. Jeffrey J. Thompson, SWSO Director, AAOF Board of Directors

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### FOUNDATION AWARDS

Goal of the Foundation's Awards Program:

- AAOF Mission is "to advance the orthodontic specialty by supporting education and research."
- Foundation funding designed to ensure the future viability of the specialty, by investing in the next generation of educators and researchers.

Since 1994, the AAO Foundation Awards Program has provided \$8.9 million in funding (includes 2011 Awards Program), primarily in support of Junior Faculty, including:

- 164 Fellowship Awards
- 158 Research Awards
- Over 1,000 Gifts in Support of Orthodontic Education

Support for Junior Faculty has resulted in:

- Publications – over 100 articles and abstracts, most of which have been published in journals within orthodontics, but many in journals outside the specialty and the profession.
- Lectures – scores of lectures at dental, orthodontic, and other scientific meetings as well.

- Professional advancement – to date at the 70 graduate orthodontic residency programs in the United States and Canada there are:
  - 28 Department chairs and/or program directors funded while Junior Faculty
  - Numerous tenured, associate and full professor positions
  - 12 NIH funding recipients
- 80% of Junior Faculty supported by the AAOF remain in full-time academics after 5 years.
- On the AAOF web site, there are Final Reports from some 250 peer-reviewed, funded proposals.
- Foundation funding also goes to support the AAOF Craniofacial Growth Legacy Collection ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)), designed to preserve representative materials from participating orthodontic legacy collections.

#### 2012 Awards Program:

By the December 15, 2011 deadline, there were 37 proposals received for the 2012 Awards Program, requesting an aggregate of \$775,000. These included 20 Orthodontic Faculty Development Fellowship Award, 15 Biomedical Research Award, and two Educational Innovation Award proposals.

Funding also continues for Stage Two of the AAO Foundation Collections Project ([www.aaoflegacycollection.org](http://www.aaoflegacycollection.org)), an unprecedented undertaking whose mission is to preserve decades-old historic, but deteriorating, x-rays and other records from children and adolescents who did not receive orthodontic treatment.

Among those proposals funded for 2012 was the Orthodontic Faculty Development Fellowship Award of Sercan Akyalcin of the University of Texas at Houston, which was named the 2012 Eugene E. West Memorial Fellowship Award.

One of the participating collections in the Collections Project, Denver Growth, is located at the University of Oklahoma.

#### 2013 Awards Program:

- Aggregate of \$600,000
  - Education Innovation Awards (EIA) – maximum of \$50,000
  - “Other” – Maximum of \$550,000, with number of each award within each category to be determined by the number and quality of proposals:
    - Junior Faculty
      - Orthodontic Faculty Development Fellowship Awards (OFDFA)
      - Biomedical Research Awards (BRA)
      - Post-doctorate Fellowship Award (PFA)
    - Center Awards (CA)
    - Research Aid Awards (RA)

Awards Materials for 2013 are in the process of being revised and are expected to be on the Foundation web site by the first of July, if not before.

#### LEGACY 300 CAMPAIGN

A year ago, the AAOF launched a fundraising campaign called Legacy 300 to fund the AAOF Craniofacial Growth Legacy Collection. The Board is pleased to report that this campaign recently met its \$1.5 million goal more than a month ahead of an ambitious, self-imposed deadline. A listing of those supporting this important effort can be seen on the Foundation web site.

## CONTINUED COMMITMENT TO THE SPECIALTY®

The choice is yours when it comes to making a Continued Commitment to the Specialty® in support of the AAO Foundation.

- One way is to make a restricted gift to the Foundation's Endowment, and
- Another is to make an unrestricted gift which would allow the Foundation Board of Directors the flexibility to use your support to fulfill the mission of the organization at their discretion.

Fulfillment options include:

- Pledging at a certain level, whether this is a new, first-time pledge or a pledge increase.
- Making an open-ended, ongoing commitment of a minimum of \$100 per month, either by bank authorization or credit card. (Century Club)
- Commit to including the AAOF in your estate plans and become a member of the Keystone Society.

See the AAOF web site ([www.aaofoundation.net/Campaign](http://www.aaofoundation.net/Campaign)) for more details about how you can make a Continued Commitment to the Specialty®.

## FOR MORE INFORMATION

The AAO Foundation web site may be reached either through the AAO Members web site ([www.AAOMembers.org](http://www.AAOMembers.org)) or directly at [www.aaofoundation.net](http://www.aaofoundation.net). If you should have any questions, please call Robert Hazel, AAOF EVP, at 800-424-2841, #ext. 546 ([rhazel@aaortho.org](mailto:rhazel@aaortho.org)), or me (913/681-8300) at your convenience.

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## ***ANNOUNCEMENTS***

### ***SALZMANN LECTURE AWARDED TO SWSO MEMBER***

SWSO Member, Dr. Wick Alexander of Arlington Texas, was unanimously selected by the AAOF Board of Directors to present the Salzmänn Lecture at the 2014 AAO Annual Session in New Orleans, Louisiana. This prestigious award comes with an honorarium.

### ***JOURNAL OF THE WORLD FEDERATION OF ORTHODONTISTS LAUNCH***

The World Federation of Orthodontists (WFO) launched the Journal of the World Federation of Orthodontists (JWFO) in March 2012. The JWFO will be offered exclusively online on a quarterly basis, and WFO members will have complete access to the peer-reviewed journal's content as a membership benefit. Elsevier, the world's leading provider of science and health information, is the publisher and will manage the journal website, [www.jwfo.org](http://www.jwfo.org).

The JWFO is a unique publication dedicated to presenting the results of scientific research from orthodontics and related fields. In addition, it will provide a forum in which to discuss this scientific research, increasing the impact of each and every article. The JWFO's goal is to contribute to the education and continuing education of professionals throughout the world, thus stimulating the advancement of the art and science of orthodontics. In September 2011, the WFO Executive Committee selected Dr. Jorge Faber of Brasilia, Brazil, to serve as the editor-in-chief. Prior to accepting this position, Dr. Faber was the editor-in-chief of the Dental Press Journal of Orthodontics (DPJO) for 5 years. Dr. Faber is an adjunct professor of orthodontics at the University of Brasilia and has been in private orthodontic practice since 1994. He has also published more than 70 scientific articles and has given more than 150 lectures and courses worldwide. Dr. Faber pursued his dental education at the University of Brasilia and earned a Master of Science-Orthodontics from the Federal University of Rio de Janeiro in 1994. He also has a doctorate in biology-morphology from the University of Brasilia. In 2010, Dr. Faber and Dr. Flávia Velasque received the 2010 Case Report of the Year Award from the College of Diplomates of the American Board of Orthodontics for their article "Titanium miniplate as anchorage to close a

premolar space by means of mesial movement of the maxillary molars,” which was published in the October 2009 issue of the American Journal of Orthodontics and Dentofacial Orthopedics. Dr. Faber has also received numerous awards for posterboard presentations and clinical tables.

“Dr. Faber was voted unanimously by the WFO Executive Committee as the best choice among 19 candidates bidding for the job,” said Dr. Roberto Justus, president of the WFO. “I have no doubt he will do an outstanding job as editor-in-chief. He will have the full support of the WFO Executive Committee and, most importantly, of Elsevier, one of the most prestigious publishing companies in the dental field. The WFO Executive Committee is very pleased to offer this new online journal to WFO fellows and members. The presentation of information will be on the cutting edge and will allow for a great deal of reader interaction.”

#### *Call for Papers:*

The JWFO Editorial Board is seeking article submissions for the first issue of the journal and beyond. Interested authors should review the author guidelines and submit articles at <http://ees.elsevier.com/jwfo>.

#### *Benefits of Publishing in this Journal:*

- High visibility and global exposure among all WFO fellows.
- Authors of the best two articles published in 2012 will receive priority consideration for inclusion in the 8th International Orthodontic Congress in London in 2015.
- Prompt publishing.
- Rigorous peer review of clinical or research material.

The WFO has more than 8,000 members who represent 104 countries. In addition, 109 orthodontic organizations, including nine regional orthodontic organizations, are affiliated with the WFO. The purpose of the WFO is to advance the art and science of orthodontics throughout the world. As stated in the WFO Bylaws, the WFO purpose will be accomplished by fulfilling the following objectives:

1. Encourage high standards in orthodontics throughout the world;
2. Encourage and assist in the formation of national associations and societies of orthodontists when requested;
3. Encourage and assist in the formation of national and regional certifying boards in the field of orthodontics when requested;
4. Promote orthodontic research;
5. Disseminate scientific information;
6. Promote desirable standards of training and certification for orthodontists;
7. Organize the International Orthodontic Congress to be held at least once every 5 years.

To learn more about the WFO, go to [www.wfo.org](http://www.wfo.org). Additional information on the JWFO and WFO activities may also be found in the most recent issue of the WFO Gazette.

#### *ABO ANNOUNCES NEW DIPLOMATES, NEWLY RECERTIFIED ORTHODONTISTS*

The [American Board of Orthodontics](#) (ABO) certified or recertified 136 examinees who participated in the [Clinical Examination](#) Feb. 16-22 in Dallas, TX. To review the list of examinees who passed the Clinical Examination, go to [http://www.americanboardortho.com/about/diplomate\\_digest/newdiplomatesfeb2012.aspx](http://www.americanboardortho.com/about/diplomate_digest/newdiplomatesfeb2012.aspx). During this exam session, 95 orthodontists successfully completed the Gateway Certification Examination, thereby maintaining their certification. Thirty-four orthodontists passed the Initial Certification Examination (ICE), and seven orthodontists banked cases for the eventual completion of the ICE. Three orthodontists successfully completed the Beginning Certification Examination. In addition, two orthodontists completed the Voluntary Recertification Examination, and two orthodontists completed earlier pathways.

The ABO had previously certified or recertified 83 examinees who participated in the Clinical Examination Nov. 17-20 in St. Louis, MO. To review the list of examinees who passed the Clinical Examination, go to

[http://www.americanboardortho.com/about/diplomate\\_digest/newdiplomatesnov2011.aspx](http://www.americanboardortho.com/about/diplomate_digest/newdiplomatesnov2011.aspx). Fifty-five orthodontists successfully completed the Gateway Certification Examination. Eighteen passed the ICE, and 10 banked cases for the eventual completion of the ICE. Six orthodontists successfully completed the Beginning Certification Examination and four completed the Voluntary Recertification Examination.

#### 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).

#### NOTICE OF MEMBER DEATHS

Woodson M. Tottenham, Jr., Houston, TX, passed away March 27, 2012. We extend our sincere condolences to the family and friends of Dr. Tottenham.

If you have announcements for future newsletters, please contact the Editor of the SWSO Newsletter, Dr. Ben Burris [BenB@neasmiles.com] and cc: Caroline Jennermann [admin@healthscienceink.com].