In Memoriam: Dr. Ed Genecov
President’s Message
Dr. Jeff Thompson

It has been my pleasure serving The Southwestern Society of Orthodontists as its President. The last 4 years on the Executive Committee have been fascinating and fun! The Board of Directors has dealt with issues from trivial to tremendous, with amazing thoughtfulness. I never cease to be amazed at the dedication of our volunteer leaders.

Special thanks go to our American Association of Orthodontists (AAO) Trustee, Gayle Glenn; one cannot overstate how well she represents the SWSO. Some say “time is money,” but I say “time is life,” Gayle, the gift of your time is truly an inspiration.

I hope you all plan to attend the 2009 SWSO Annual Session in Cancun, Mexico. “Catch the Wave of Current Trends” will provide a unique opportunity to mix the fun with the educational! See you all there!

Trustee Report
Dr. Gayle Glenn

I am looking forward to our upcoming SWSO meeting in Cancun! President Jeff Thompson and his meeting planning committee, chaired by Ken Dillehay, have put together great scientific programs for both orthodontists and staff. They have also arranged time for attendees to have fun in the sun. I hope to see you in Cancun November 5-8, 2009. Remember to take your passport and sunscreen!

The 2010 Professional Advocacy/Key Contact Conference will be held January 18-20, 2010 in Washington, DC. SWSO members who attended last year included Scott Hamilton (Council on Governmental Affairs
[COGA] representative), Dean Jensen (American Association of Orthodontists Political Action Committee [AAOPAC] representative), Benjamin Burris, Christine Ellis, Larson Keso, and Robert Morrison. Patton-Boggs, our legislative consultants, will update attendees on issues and talking points on Tuesday, January 19 and schedule Capitol Hill visits for Wednesday, January 20. If you have legislative contacts and are interested in attending the 2010 Professional Advocacy Conference, please contact Scott Hamilton or Judy Salisbury.

Registration is now open for “An Interdisciplinary Update on Dental and Facial Esthetics.” This conference, jointly sponsored by the AAO and American Association of Oral and Maxillofacial Surgeons (AAOMS), will be held January 22-24, 2010 at the Hyatt Grand Champions Resort in Palm Springs, California. Interdisciplinary updates will be given on a variety of topics including smile esthetics, lip esthetics, facial contours, Botox, bleaching, rhinoplasty, orthognathic surgery, and restorative options. Registration is open to AAO and AAOMS members and non-members at www.AAOinfo.org.

The World Federation of Orthodontists (WFO) will host the 7th International Orthodontic Congress in Sydney, Australia February 6-9, 2010. The AAO will participate by sponsoring a reception for students/residents in attendance and staffing an AAO booth to promote AAO International Membership. Eight members of the AAO Board of Trustees and the Executive Director will be designated to participate in the official activities of the congress. All scientific sessions will be given in English. For information on attending the event, visit the website www.wfosydney.com.

Registration will open November 2, 2009 for the 110th AAO Annual Session to be held April 30-May 4, 2010. The theme of the meeting will be “Passion for Excellence.” Go to www.AAOMembers.org for online registration after November 2nd. The online registration process is easy to use, convenient and guarantees the fastest confirmation of your registration and housing.

Practice Management was added to the AAO’s list of Critical Issues last year, in response to the impact that the economic downturn had on many orthodontic practices. The 2009-2010 schedule of webinars topics will include Practice Management and Improving Profitability, Creating the Dream Team, Laser Surgery, How Digital Trends will Enhance Your Practice, TAD’s--What the Orthodontic Assistant Needs to Know, and Avoiding Practice Fraud. You can register for these webinars on the opening page of www.AAOmembers.org.

Consumer Education continues to be one of the AAO’s Critical Issues. The “More Than a Smile” public awareness campaign continues in 2009-10. New customizable ads are available for member use and new national ads will be launched in the spring of 2010. The public website www.braces.org has been redesigned to feature attractive adults and happy active teenagers who have completed orthodontic treatment. The member website www.AAOMembers.org has also been redesigned to make it easier to navigate.

Orthodontic education has also been identified as a critical issue. The Task Force on Faculty Recruitment and Retention will award additional “Faculty First Awards” in the spring of 2010. The awards of $30,000 each will go to “new hires” in accredited orthodontic programs for 2009-10. The program calls for a salary supplementation for the first year with a one-year “pay-back” of teaching, for a total commitment of two years. If a recipient doesn’t complete the two years, he/she will have to pay back the salary supplementation on a pro rata basis. The Full-Time Faculty Teaching Fellowships were continued in 2008-09 with additional fellowships of 2-3 years awarded for up to $600,000. Due to budgetary constraints, there are no funds in the 2009-10 budget to continue this program.

Government Relations and Advocacy are ongoing concerns for the AAO and its members, especially with the ongoing discussions of health reform in Washington, DC. On September 16, the Senate Finance Committee released their long-awaited health reform proposal, “America’s Healthy Future Act of 2009.” The proposal is
the product of months of negotiations among a bipartisan group of six Senators, but it remains unclear whether the proposal will gain any support from Senate Republicans. Committee Chairman Max Baucus (D-MT) has yet to achieve consensus among Senate Democrats, many of whom prefer the more liberal House proposal, but many are hoping unresolved issues will be addressed in a Committee markup. The Senate Finance Committee completed markup on October 2, 2009. The Committee is expected to vote on reporting the bill out of committee. Senate Majority Leader Harry Reid (D-NV) has signaled that a merged version of the Senate bills could be on the floor for consideration during the week of October 12. A merged House Tri-Committee bill could be considered on the floor in a similar timeframe.

Among its provisions, the proposal establishes an individual insurance mandate, creates a framework for state-based insurance exchanges, and authorizes funds to create non-profit health insurance co-ops. The proposal would limit contributions to Flexible Spending Accounts (FSAs) to $2,000 for a taxable year. Currently there is no limit, but most employers cap FSAs at $5,000 per year. A recent survey of AAO members indicates that a significant percentage of our patients use FSAs for orthodontics. The proposed limit could undermine affordability of orthodontic services for your patients. The proposal also allows for a small business tax credit to incentivize small business employers to offer health insurance to their employees. Watch for legislative alerts from the AAO on these and other issues that will impact AAO members and our patients.

After a six-month delay, the Red Flag Rules are due to go into effect on November 1, 2009. For more information, please go to the AAO or American Dental Association (ADA) websites.

Relationships with the ADA and other healthcare organizations continue to be important to the AAO. Representatives from the AAO Board of Trustees (BOT) attended the ADA Annual Session in Honolulu, Hawaii October 1-5, 2009. A dessert reception was hosted by the AAO on Friday, October 2nd, serving ice cream and cordials to nearly 900 attendees.

The AAO BOT also met with representatives from six other specialty groups and AGD during their time at the ADA meeting. The AAO was instrumental in the passage of a resolution for development of an ADA Specialty Logo for members who have completed a CODA-accredited advanced dental education program in a specialty recognized by the ADA. The AAO worked in conjunction with seven other specialty organizations to support an ADA resolution that will establish a task force to determine the feasibility of developing an examination to evaluate the competency of dental school seniors and graduates to successfully complete a post-graduate dental education program. This action was taken in response to the Joint Commission on National Dental Examinations’ decision to report National Board Exam scores as “pass/fail” in the future, without quantitative scoring.

Kirt Simmons has been appointed to represent the AAO on the ADA Standards Committee on Dental Informatics. This group met during the ADA meeting in Honolulu. Kirt is a valuable resource on this working group and represents the AAO well.

The Council on Orthodontic Health Care is charged with consulting and interacting with appropriate organizations concerned with the provision of orthodontic health care. The council studies and makes recommendations to AAO leadership relative to benefit and reimbursement plans along with access to care programs that are intended to improve oral health care of the public. Stephen Robirds, Paul McKenna, and William Kochenour were appointed to serve as AAO representatives to the ADA Code Revision Committee meetings held in Chicago.

The Access to Care Task Force has initiated a five state pilot program for Donated Orthodontic Services (DOS), modeled after Donated Dental Services (DDS). Kansas is one of five states chosen for the pilot program.
In January 2009, CODA approved a new accreditation program for Craniofacial Anomalies and Special Care (CFA & SC) Orthodontic Fellowships for implementation July 1, 2009. These post-residency programs will focus on cleft lip/palate patient care, syndromic patient care, orthognathic surgery, craniofacial surgery, and special care orthodontics. CODA recently released the documents necessary for interested centers to apply for accreditation of new or existing programs.

Beginning in 2011, the AAO Membership Directory will be available via the website and electronic media format (CDROM), but will no longer be printed. The cost savings will be approximately $250,000 for the association. Currently, the Membership Directory is published every two years.

Mr. James R. Bowlin, AAO General Counsel, has written a book to be titled “Legal Handbook for Orthodontists” that is available to both AAO member and non-member orthodontists for purchase. Please go to the online store at www.AAOmembers.org to order your copy at a member cost of $149.

Thank you for the opportunity to represent the SWSO on the AAO Board of Trustees. If you have any questions, or if you want to become more involved in activities that impact our specialty, please contact me at 972-296-3349 (work) or 214-520-2481 (home).

Editor’s Message: Practice slow? Volunteer fast!

Dr. Kirt E. Simmons

In these trying times, many people are cutting back on expenses. Some are acting out of necessity due to lost jobs, house foreclosures, or loss of credit-worthiness, while some others are acting out of general nervousness about the economy. This has had an impact on patient starts in many offices, with a decrease in “busyness.”

There are many ways to address this issue if your practice “busyness” is down. One way to keep your “busyness” up is to become active in some volunteer capacity. You could condense your current patient load into slightly fewer days a month, allowing time to volunteer your services teaching part-time perhaps at one of the SWSO’s fine constituent orthodontic programs. If you are a recent graduate, you could consider joining the National Guard as a dental officer. You could become active in your local, regional or national orthodontic or dental societies. If not currently taking Medicaid patients, you could consider providing care to this group of patients. This can engender good will among your local general dentists and other specialists who care for these patients. In Arkansas, one can even have these Medicaid payments put into a qualified retirement plan, above and beyond any other retirement plans you may have.

Still another option is to sign up with Smiles for a Lifetime Foundation or the Smiles Change Lives program to provide free/discounted care to worthy young children. According to Dr. Ben Burris of Arkansas, who started the Smiles for a Lifetime Foundation, besides the personal gratification of helping needy children this can be an invaluable public relations tool to help increase your “busyness.”

Hope to see all of you in beautiful Cancun soon!
Report on the American Board of Orthodontics (ABO)

Jeryl D. English

ABO Diplomates

The number of ABO active Diplomates has now reached over 54% of the AAO active membership from the United States and Canada. We now have 5,174 active diplomates.

The ABO has received over 2,900 new Diplomates via the Gateway Offer. All Gateway Diplomates must display six cases within five years to maintain Diplomate status. The 2010, 2011 and 2012 Clinical Exam will be unusually large due to Gateway Diplomates showing their cases.

New ABO President and MSO Director

During the 109th AAO Annual Session in Boston, the ABO installed Dr. Peter Greco of Philadelphia, PA as President and welcomed Dr. Steve Dugoni as the new director replacing Dr. John Grubb from the Pacific Coast Society of Orthodontists.

ABO Awards for 2009:

Albert H. Ketcham Memorial Award
The Board honored Dr. Katherine W. Vig as recipient of the 2009 Albert H. Ketcham Memorial Award. This prestigious award is presented annually to an individual who, in the judgment of the ABO, has made a notable contribution to the science and art of orthodontics.

Dale B. Wade Award of Excellence
The Wade Award honors an exemplary senior clinician who demonstrates exceptional dedication to orthodontics through clinical excellence and/or devoted teaching. The 2009 Dale B. Wade Award of Excellence in Orthodontics was awarded to Drs. Richard G. Alexander, Richard P. McLaughlin, and R. William McNeill.

The Earl E. and Wilma S. Shepard Distinguished Service Award
This award recognizes an individual for outstanding dedication and advancement of the ideals and mission of the ABO. The 2009 Shepard Award was conferred to Drs. John W.M. Carter, John S. Kanyusik, and Richard E. Ridgley.

Special Recognition Award
This award is given to individuals who have significantly contributed to orthodontic education and furthered the ideals of the ABO. The 2009 Special Recognition Award was granted to Dr. Andrew J. Haas.

ABO Examinations

In February, the ABO held its Clinical Examination in Dallas, Texas, for those orthodontists striving to become board-certified or recertified. This examination session included the First Recertification Examination for orthodontists who selected the Gateway Offer, the Initial Certification Examination 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 90 of the 117 examinees.

There were 35 orthodontists who successfully presented cases for the Initial Certification Examination (ICE). These individuals finished their board cases during their postdoctoral programs. There were 42 orthodontists who successfully passed the First Recertification Examination, thereby maintaining their certification. The remaining 13 examinees successfully completed the Beginning Certification pathway or finished their traditional Clinical Examination.
With the rising number of orthodontists seeking certification and recertification, the ABO is taking steps to meet the increased demand for future clinical examinations. Therefore, the ABO trained 16 new examiners during its Clinical Examination in February in Dallas. Each of the new examiners have successfully completed recertification examinations and hail from different parts of the United States, ensuring that all eight of the constituent organizations are well represented.

Under the new certification model, the ABO will examine and certify orthodontists immediately following their graduation from an accredited postdoctoral orthodontic program, provided they have passed the Written Examination. To maintain their diplomate status, these individuals must complete periodic reexaminations throughout their careers and pay an annual fee.

Although the ABO is making a huge effort to certify orthodontists immediately after graduation via ICE, an option still exists for those practicing orthodontists who are interested in becoming board certified. These individuals can take the Beginning Certification Examination as their entry into ABO certification. Upon successful completion, they will receive a 10-year time-limited certificate. See our website for further explanation at www.americanboardortho.com.

The ABO offered the Written Examination on April 20-24, 2009 at Pearson VUE Centers throughout the U.S. and Canada. U.S. and Canadian orthodontic program directors 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. The 2009 ABO Written Examination was taken by 384 candidates, and 360 passed, yielding a 94 percent pass rate. The reliability of the 2009 examination was 0.87. This is a superb achievement.

**Council on Communications Report**

Dr. Devek Frech

The Council on Communications (COC) is charged with creating and improving communications between the AAO, the AAO members, and the public. Projects originate as ideas by individuals, the Board of Trustees, the House of Delegates, constituents, components, or AAO staff members. All materials produced are reviewed by the Board of Trustees and legal counsel prior to being released. The COC met July 24-25th, and is scheduled to meet again on December 4-5th, 2009. I would welcome any ideas or suggestions that you might have regarding this council.

Bob Varner from the PCSO serves as the trustee liaison this year. We appreciate Bob’s insight and dedication to our council and our profession. Linda Gladden and Pam Paladin provide staff support and guidance that is second to none. We continue to be blessed with both of these great individuals. I highlight below the major COC ongoing projects.

**Public Awareness Campaign**

The key to preserving our specialty is the education of the consumers. First time visitors to braces.org have tripled since the beginning of the campaign (October 2006). AAO members’ names and contact information were given to interested consumers more than 1.7 million times this last year alone. Orthodontist names and contact information have been given out over 5 million times over the life of the campaign. The campaign has generated 50,000 subscribers to the AAO consumer e-newsletter the public awareness program had venues in 2008-09 in the cable TV market, magazines, and radio announcements, etc. Our message is that orthodontists receive an additional 2-3 years of specialized education beyond dental school to learn the proper way to align
and straighten teeth. This was the message that was most likely to influence mom on who should treat her children. In all, the 2008-09 campaign reached our target audience with 171,000,000 impressions delivered through TV, magazines, online display ads, online keyword searches and satellite radio. Our stated purpose was to increase visitors to braces.org and in that we have been successful, tripling traffic to the site and delivering nearly 1.5 million first-time visitors.

The first three years of the campaign have been successful by any measure, but the Council is evaluating changes in the campaign that will allow us to measure success in a different way. Rather than measuring success by counting the number of Web site visitors, our new focus is to increase market share for AAO members. We are working with our public relations (PR) and advertising agencies to develop a measurement model that will track market share so we can better evaluate the success of the campaign. We’re placing greater emphasis on the collaboration of these agencies to deliver an integrated campaign to maximize all available resources. This will include print, radio, the Web and the new social networking web sites.

Public Relations Extensions to the Consumer Awareness Campaign

The council is in the process of evaluating the proper blend of public relation efforts with advertising that will provide the best return for our money. We interviewed several companies that have submitted plans for our campaign.

Our PR agency helps to extend our message through a variety of methods. Outreach includes National Orthodontic Health Month, National Facial Protection Month, seizing opportunities associated with the news, as well as regular distribution of press releases.

In fall 2008, celebrity chef Michael Chiarello, seen on TV’s Food Network, lent his name and image, along with several braces-friendly recipes, to our October/National Orthodontic Health Month outreach. This past spring, Jennifer Montana, wife of football great Joe Montana and mother of sons who play sports, worked with AAO to get the word out to recommend the use of mouth guards in support of National Facial Protection Month. Use of celebrities helps to increase the placement of our message and drives people to braces.org, where they can learn more about orthodontic care and find AAO members near them. We use our Web site to host Internet press kits while reaching out to newspapers, magazines, Web sites, bloggers, radio stations (through interviews and audio news releases), and TV stations.

An advantage of PR/media relations outreach is the credibility conferred. When a media outlet uses our material, it is an implied third-party endorsement. A disadvantage is that we cannot control who uses our materials, or when or where the materials appear. Overall, our agency has done a very good job of reaching a variety of print and electronic media in a very cost effective manner. An industry measure is that a $10 cost per thousand of audience reached is good. Our PR agency brings our campaign in at around $2 per thousand.

Customizable Advertising Materials

The use of the campaign advertising materials is available to individual members, components, and constituents. You can customize the message with your name and web site, etc. If you want to use the materials, contact Linda Gladden or Pam Paladin at the AAO for instructions on how to customize the message for your use. The AAO offers a 30-second TV commercial, and 60- and 30-second radio commercials in English and Spanish, as well as a variety of print ads and online banner ads.

Public Service Announcements

PSAs are released to 1,000 U.S. broadcast TV stations, 500 U.S. cable TV stations, 70 Canadian broadcast TV stations. They are similar to TV commercials, but there is no cost to the sponsor for the air time. We cannot
control the day/time a PSA airs or whether a given stations uses a PSA at all. Each PSA costs roughly $70,000 to produce and distribute. Here are results of several PSAs.

“The Quick Fix” – Released October 2006 (tracked through October 2007)
- 11,472 airings
- 95.7 million audience
- Equivalent ad value $1,560,192

“Unmask Your Smile” – Released June 2007 (tracked through June 2008)
- 17,047 airings
- 116.5 million audience
- Equivalent ad value $2,318,391

“Smiley Face” – Released March 2008 (will be tracked through March 2009)
- 27,682 airings
- 336.8 million audience
- Equivalent ad value $3,764,752

“Who Am I?” – Released October 2008 (will be tracked through October 2009)
- 8,687 airings to date
- 105.7 million audience to date
- Equivalent ad value $1,181,432 to date

“Nature Smiles” was release in August 2009; no reports have been generated as of this writing.

PSAs produced in the 2008-09 fiscal year were entitled “Tool Box” and “Straight Talk.” “Tool Box” explains that orthodontists have all the “tools” in their orthodontic tool box and know how to use them. “Straight Talk “is a straightforward message about the benefits of treatment by an orthodontist, but presented in a very high-tech manner.

The Council discussed potential PSA topics for 2009/2010. The topics discussed were as follows: Why a good bite is important?; “What is an orthodontist?” quiz; Problems to watch for; and Mouth protection/mouth guards.

The “Who Am I,” “Smiley Face,” and “Nature Smiles” PSAs are available to members to share with local TV and cable TV stations. If you are interested in receiving broadcast-quality DVDs of these PSAs, contact Pam Paladin at the AAO. Unlike our advertising materials, PSAs cannot be customized.

Resolution of Notice to 2009 HOD
The Council requested that staff pull the COC’s 2008 HOD Resolution of Notice and forward the Resolution of Notice to the Council. The Council expressed interest in writing a Resolution of Notice for an additional $280 assessment that would be entered during the 2009 HOD for consideration during the 2010 HOD.

DVD’s
Several DVDs are available:

The S.W.A.T. Team – information for young patients on tooth brushing, oral hygiene, and their responsibilities during orthodontic treatment
Getting the Best Results from Your Orthodontic Treatment: Caring for Yourself and Your Braces – adult hygiene DVD

Healthy Smiles – an introduction to orthodontics suitable for classroom presentations, students grades 3-8. On DVD and also available as a PowerPoint.

Healthy Smiles – an introduction to orthodontics suitable for classroom presentations, students grades 3-8. On DVD and also available as a PowerPoint.

Interdisciplinary Management of Crown Length Discrepancies DVD and Interdisciplinary Management of Fractured/Decayed Teeth DVD – use these to educate referring dentists

Informed Consent DVD

Brochures
The revision of all brochures is on hold until the proposed style manual has been completed.

Avulsed Teeth Brochure proposed- The COC likes the fact that National Facial Protection Month is garnering more nationwide media coverage. It was proposed that we develop a one-page, laminated flier that on one side, features illustrations of avulsed teeth and on the opposite side features illustrations of some of the more common orthodontic emergencies. The COC proposed that the flier be inserted into a winter edition of the Bulletin (possibly February 2010 or 2011) in an effort to raise awareness about National Facial Protection Month. The Council said that they would like to consult with COOP before they move ahead with this project.

Outreach to Pediatricians
AAO president Bob Bray sent a letter to the president of the American Academy of Pediatricians offering to partner or help in their oral health initiative for children. There is interest; the presidents are scheduled to meet this fall.

Webisodes/Social Media
In an effort to take advantage of new social media opportunities, the COC developed six Webisodes on topics of general interest. They are on the public Web site, braces.org, as well as on YouTube. Titles are:

“Adults and Orthodontics”

“About Orthodontic Treatment”

“Orthodontics Today: Not Your Mother’s Braces”

“Beyond Cosmetic: Achieving Health and Beauty Through Orthodontics”

“Does My Child Need Braces?”

“Common Bite Problems Seen in Children”

Visit the AAO’s YouTube page at http://www.youtube.com/user/AmerAssocOrtho. The AAO also has a Facebook page and a page on LinkedIn.
Council on Insurance Report

Dr. Larson R. Keso

The regular meeting of the Council on Insurance (COI) met in St. Louis June 13, 2009. Dr. Lee Sinna, Chair, presiding. Dr. Gayle Glenn, trustee liaison, was present.

Mr. Paul Weil, attorney, announced that the audit of the New York Life Insurance Company (NYLIC) is complete and new agreements are in place and will soon be signed. This welcome event will produce additional transparency and will provide the council with information necessary for more effective oversight.

At the January 2009 meeting, New York life representatives advised that after April 1, 2010 they would no longer provide pooling for the long-term disability program. We were told they are still evaluating the reinsurance arrangement and will look for an acceptable outside insurer. In addition, a special committee was appointed to investigate available reinsurance options.

During the past five years, the long-term disability plan continues to produce underwriting losses. Consequently, the Cost Stabilization Reserve (CSR) was reduced by $1,350,712 leaving a balance of $2,138,098 in the account. The dividend on deposit (DOD) remains healthy at $6,742,560.

NYLIC suggested the following recommendations for change in the long-term disability plan:

1) Lower the monthly maximum from $12,500 to $10,000.
2) Eliminate the lifetime disability provision for insureds under age 50 and age 67 as the maximum benefit for all insureds.
3) A 10% premium increase if existing benefits remain the same. If the above changes are made, no rate increase will be necessary.

A special committee (Jerry Hickman and Larson Keso) was appointed to study the two options and report with recommendations to the January 2010 Council meeting.*

NYLIC presented the major medical analysis including an explanation of trend factors for the October 1 renewals. After consideration, the Council voted to recommend to the AAO Board, a 15% increase in all major medical plans.

This year I am serving on the Appeal Review, Marketing (Chair) and Reinsurance Committees. Luis Toro-Lloveras and Larson R. Keso were nominated as chair for the 2010-11 fiscal year. A secret ballot was taken and given to Dr Glenn.

Serving on a council is an honor. COI acts as liaison between AAO and all endorsed vendors. Your representative is sensitive to member concerns and solicits suggestions for improvements in current programs or for additional insurance products. Please contact me at 405/943-8333 or lrkeso@cox.net
Council on Governmental Affairs Report

Dr. Scott D. Hamilton

The AAO Council on Governmental Affairs (COGA) met at the Renaissance Mayflower in Washington, DC. As you can imagine, it is a very busy time for COGA with all the legislative issues we currently face. We also visited Capitol Hill to call on legislatures and let them know our stance on issues.

Legislative Counsel Report

Kevin O’Neill and Eugenia Edwards gave a legislative update, focusing on healthcare reform efforts in both the House and Senate. They discussed the problems that the Obama Administration is facing with a “public plan” option that it would like included in the final bill; many in the healthcare industry are opposed to the idea, believing it to be the first step towards a government-run “one-payer” system.

O’Neill briefed the Council on the 2010 Florida Senate Race. Gov. Charlie Crist (R-FL) is the leading candidate for Republicans, and will meet with the Council during the meeting. Several questions were asked relative to his position among Republicans in the State.

Several questions were asked relative to the cost of the bills being discussed, including the veracity of Congressional Budget Office estimates.

Interactive Key Contact Website

Mr. Dillard briefed the Council on the development of an interactive “wiki”-type website for Key Contacts. Council members expressed a desire to include background information on the Members of Congress and templates for Congressional Contact Forms.

Red Flag Rule Discussion

Ms. Edwards briefed the Council on the background of the Red Flag Rule, specifically mentioning a bill in Congress that would exempt small businesses who employ 20 or fewer employees from the Rule. She also noted that the Rule may be delayed again by the FTC, in response to pressure from Members of Congress.

COGA/PAC Criteria

The Council discussed the Board’s suggestions regarding COGA and AAOPAC Board criteria, noting only one change (item 4, delete “and those others”).

1. The primary responsibility of an AAOPAC member is to actively raise money from other AAO members and those others who would support our efforts.

The Council discussed several issues relative to the concept that AAO volunteer leaders giving at a certain level to the AAOPAC, but did not offer a formal comment.

BOT Recommendations to COGA

The Council discussed a number of recommendations made by the Board, including the following:
It was determined that Kevin Dillard and Patton Boggs would prepare a report prior to each BOT meeting for COGA’s review that will cover current and emerging issues.

The Council discussed the issue of COGA and AAOPAC members being separate and distinct (i.e., no crossover). A motion was passed that each constituency be encouraged to appoint separate individuals (preferably from different states) to COGA and AAOPAC; and further that the budget be amended so that all future meetings of COGA and AAOPAC, whether in person or via conference call, be “joint” meetings.

Mr. Dillard gave the background to the issue; Mr. Vranas suggested having a cocktail reception for Members of Congress at the Newseum, prior to the Government Relations speaker on Monday afternoon. Additionally, he said that the Planning Committee would be very flexible if an important member of the Administration or Congress would be able to speak at the Opening Ceremonies or other official function.

The Council discussed the concept of setting up panels of “member experts” on issues likely to arise in Congress. The members discussed included Dr. Robert Merrill for a variety of issues, but primarily for taxes, access to care, insurance and general small business issues and Dr. Don Joondeph for accreditation and education issues.

Mr. Dillard updated the Council on the tentative schedule for the 2010 Professional Advocacy Conference, which will take place January 18-20, 2010.

Dr. Hamilton nominated Dr. Hiller.
Dr. Hiller nominated Dr. Hayes.

Dr. P. Emile Rossouw

The objective of this report is to ensure that the membership of the SWSO be fully informed as to activities of the Committee on Education (COE).

The present COE members are:
Dr. Eugene Roberts, COE Chair; Dr. Robert Binder; Dr. Barry Briss; Dr. Mark Coreil; Dr. Jerry English; Dr. Carla Evans; Dr. Gayle Glenn, Board Liaison; Dr. Emile Rossouw; Dr. Alan Weimer; Dr. Leslie Will; Dr. Ed Yen; Ms. Anita Craig, Staff Liaison; Ms. Velvet Standefer, AAO Staff
COE activities since the March 2009 report to SWSO include the following:

Meetings
A COE meeting was held during the American Dental Education Association (ADEA) Annual Session on March 15/16, 2009, in Phoenix, Arizona. To facilitate communication of common issues a successful combined breakfast meeting took place with representatives from the American Academy of Periodontology (AAP), American College of Prosthodontists (ACP), and the American Association of Oral and Maxillofacial Surgeons (AAOMS).

Board Liaison Report
Dr. Glenn reported that the BOT is supportive of the Craniofacial Anomalies and Special Care Fellowship (CFA&SC) concept, yet would like to wait until some programs have been initially accredited by CODA before considering individual fellowship funds. This is an issue to be revisited.

2009 Deans’ Luncheon at the ADEA Annual Session
Dr. Rossouw reported that the 2009 Deans’ Luncheon featured presenters are Dr. Karen West, Dean of the University of Nevada at Las Vegas, and Dr. Larry Jerrold, Dean and Program Director at Jacksonville University. They presented information on “Funding/Financing Education and Entry into Practice.” The meeting was well attended and numerous questions in respect to the topic and the different types of programs represented by the speakers were addressed. Drs. Rossouw, Coreil, and Roberts served as the planning committee.

2009 Bob Isaacson Educational Leadership Conference
A successful Educators meeting was held in Boston during the 2009 AAO Conference. Dr. Isaacson’s presented “Leadership in Academic Orthodontics.” The conference featured a progress report on the faculty shortage problem; discussion of student debt issues and the MATCH Program. Drs. Rossouw, Coreil, and Roberts served as the planning committee.

2010 Kate Vig Educational Leadership Conference
The 2010 conference is in the planning stage and will honor Dr. Kate Vig, a seasoned academic and former Chair at Ohio State University.

Craniofacial Anomalies and Special Care Fellowships
On January 30, 2009 CODA approved accreditation for CFA&SC Fellowship programs to be implemented as of July 1, 2009. These are new programs and therefore the post-graduate doctors are eligible for GME funding. The AAO has not yet determined if there will be funding for individual fellowships as this was not included in the original accreditation concept (See BOT report above).

Grant Opportunities
The Smarts@infoed.org email site announces grant opportunities.

Faculty Trends, Entry and Exit Surveys
This year’s Orthodontic Faculty Trends Survey has been distributed to Program Chairs. The resulting compilation report will be sent to the dental school dean, orthodontic department chairperson, and program director in aggregate and without identifying information. Only orthodontic graduate programs completing the study will be sent the study results.

Academic Career Center
The AAO Academic Career Center was launched on September 17, 2008 for faculty, administrator and program use. The service provides for academic and administrative career seekers and institutional employers to post part-time or full-time orthodontic personnel listings and is offered at no cost to either party. A mentor service is planned to be added in the future.

Match and Pass
Council requested to be copied on the Match/ Pass Survey results. The Match/ Pass Survey Task Force members will make their recommendations to the BOT.

Pre-doctoral Survey Results
Drs. Rossouw and English are preparing a comparative report of the 1990 vs. 2007/08 survey results.

Society of Educators
Dr. Will and Dr. Evans proposed a national Society of Educators of the AAO to bridge a gap between the missions of AAO and ADEA. The purpose is to provide a forum for orthodontic educators in accredited institutions to share, discuss, and learn about issues of common interest, and shall also provide a voice for educators in the AAO leadership.

Task Force on Recruitment and Retention of Faculty
Full-time Faculty Teaching Fellowship and Faculty First Awards have been allocated for the fiscal year 2009. Candidates for the Academy of Academic Leadership Sponsor Program (AALSP) have been selected. The BOT has voted to fund creation of an electronic library of teaching lectures developed by the Distance Learning Repository Committee.

ABO Report
Drs. English and Briss provided the ABO report showing an acceptable passing rate of the candidates that recently took the written and oral exams in Dallas.

SNODENT
Systematized Nomenclature of Dentistry was one of the topics discussed at the March meeting of the ADA Standards Committee on Dental Informatics (SCDI) Working Group. SNODENT is a fundamental requirement for electronic patient records, making patient records interoperable and transportable. Several SCDI sub-groups are at work on digital imaging of all kinds including light and ultrasound, forensic data, and other topics. The document on DICOM standards was approved and is now available for public comment, as is a report on structured display. According to federal announcements, the implementation date for electronic patient records is 2014 and there will be a new internet that will be secure for private health information (HIPAA).

COE and ADEA Participation
COE regard the communication with ADEA important. Dr. Dave Covell, ADEA Orthodontic Section Councilor, was introduced to COE members at the March 2009 meeting and it was suggested to have the Orthodontic Section Councilor attend on a more formal and regular basis at the COE meetings. ADEA is focused primarily on pre-doctoral education. Dr. Carla Evans has served as the ADEA liaison for COE. Her March 2009 report to COE reflects on:

1. Council of Hospitals and Advanced Education Programs (COHAEP), especially on:
   Education activities and Commission on Change and Innovation in Dental Education (CCI)
   Financial sponsorship to promote attendance of AEGD/GPR program directors
   Development of knowledge and skills for the general dentist
   A section in JDE dedicated to advanced education issues
Programs are encouraged to participate in PASS. ADEA will administer the software and oversee the financial transactions.

COHAEP will have a session at this fall’s ADEA meeting in Dallas (October 21-24) in order for the specialties and advance programs to be more visible in dental education.

2. ADEA House of Delegates:

Resolutions proposed for a vote and passed included some with particular interest: competencies of allied personnel, support of the voluntary postgraduate year (1 year), national health care reform and professionalism in dental education.

Ethics Survey
The Ethics Survey results obtained from Orthodontic Program Directors indicated that 57 percent of programs offer an ethics course and 70% of those are willing to share ethics curricula information.

AAO Representation at the ASDA, March 26 – 27, 2009
Dr. Gayle Glenn reported she will deliver a breakout session titled, “Orthodontic Problems to Watch for in the Seven Year Old Patient.” The session will conclude with information on orthodontic career options including academics. The evening prior to the lecture, AAO information packets will be distributed in the Exhibit Hall, and will provide, resources such as the “Problems to Watch for” brochures, “Handling Orthodontic Emergencies” flyer, the oral hygiene brochure, plus others. In addition, copies of the AAO Orthodontic Program Directory are distributed on a CD for interested third and fourth year dental students. It is AAO policy to participate in the national ASDA meeting rather than individually hosted dental school lunch and learns or exhibit fairs.

Mechanisms to Fill Vacant Faculty Positions Survey
This year AAO authorized Dr. Richard Ballard of LSU to conduct a survey titled, Mechanisms to Fill Vacant Faculty Positions. Complete survey results will be shared with the COE when the data are made available. Preliminary information indicates approximately 75 percent of the orthodontic graduate programs have at least one open position while only 50 percent of vacant faculty positions are advertised.

CODA Updates
Dr. Catherine Horan, Manager of Advanced Specialty Education for the Commission on Dental Accreditation, reported there are currently 64 US accredited orthodontic programs with the recent addition of the University of Southern Nevada. CODA is holding open hearings on Pre-doctoral standards, Dental Hygiene, Oral Surgery, and others. Orthodontics is not scheduled for an open hearing. There are some new changes to the specialty standards that include: 1) Reducing the required Program Director experience to two years, and 2) the elimination of the standard that required one clinic chair per resident.

Craniofacial Anomalies and Special Care Accreditation Updates
Accreditation implementation is in process for the new post-graduate CFA&SC fellowship programs, effective July 1, 2009. The self-study and site visitor evaluation forms will be available through CODA and include the fellowship application for initial accreditation; initial site visit request, and the second site visit.

Financial Debt
COE Chair Dr. Gene Roberts delivered an environmental scan presentation, Financial Debt Issue for Graduate Students, and emphasized there is mounting concern for the future of the orthodontic specialty. Student debt
remains a point of discussion for COE, CONYM, and AAOSI. Collectively they are considering how to best address the problem.

**Joint Cephalometric Experts Group (JCEG)**
The purpose of JCEG is to map out a plan for the transition from 2D cephalometrics to 3D cone beam imaging. Guidelines for standard of care and terminology will be developed for teaching this in residency programs. COE encourages this initiative.

**Potential Match Program Violation**
A MATCH violation was discussed; COE recommended a penalty pending legal counsel.

**Copyright**
Concern over resident use of copyright materials has been addressed (inclusive of material from journals such as *Am J Orthod Dentofac Orthop*)

**Future COE Meetings**

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**ANNOUNCEMENTS**

We, the editorial staff at the SWSO Newsletter are presenting a special tribute to Dr. Ed Genecov, who passed away recently. This tribute is offered by request, because Dr. Genecov was a mentor to many in our SWSO membership. We admit as well, we should notify membership of the deaths of any SWSO members in this announcements forum. While we have no details at this time, we regret to announce the following additional members have passed away since the 2008 Annual Session:

- Jack H. Hittson
- James Cross
- Russell Winston
- Robert Dennington
- Sperry Zervas
- John Halet
- Frank Shepard
- James Moritz
- Christopher Anderson

We offer our sincere apologies for not providing this information in all of our past newsletters, and we invite all SWSO members to submit any news items, meeting announcements, or obituaries or any questions you may have to Judy Salisbury, at jsalisbury00ATgmailDOTcom, substituting @ for AT and . for DOT.

We are also planning a special section in the website, a “photo album” which will feature photos many of you have taken at our Annual Sessions and other events. Please feel free to send such materials to Caroline Simmons, Web master and Associate Editor, at ceejayess1196ATyahooDOTcom, substituting @ for AT and . for DOT.
IN MEMORIAM: DR. EDWARD R. GENECOV
Contributions compiled from Drs. David and Jeff Genecov, and Rabbi William Gershon, of Shearith Israel Congregation in Dallas

We are deeply saddened as we mourn the loss of Dr. Ed Genecov. Ed was loved by so many people, his family, his friends, his colleagues, his students, and his patients. As news of his death spread, people from all over the country and indeed the world, called or e-mailed the family of their shock and heartbreak at hearing the news.

Ed had been fighting kidney disease for the last three years and battled other health conditions over the last 15 or so years. After each operation or life-threatening procedure he would say: “we dodged another bullet.” But unfortunately, Ed got progressively weaker, until finally his strength was diminished and his body gave out. Although he was short in stature he was a giant of human being. It is rare in life to encounter a person who made such an indelible impact on so many lives. And he did this without wanting recognition or reward.

Dr. Genecov received his DDS from Baylor College of Dentistry in 1956 and his certificate in Orthodontics from Columbia University in 1960. He returned to Dallas to establish his orthodontic practice. In 1961, he was recruited by Dr. Robert Gaylord, the founding Chairman of Baylor’s Department of Orthodontics, to join the charter faculty of a new Graduate Orthodontic Program being established at the College. Dr. Genecov accepted his invitation and has served continuously on the faculty for 45 years, moving through the academic ranks to Clinical Professor in 1993. Through the years, he taught over 200 residents, and served as a role model and mentor for many individuals who have had distinguished careers of service to our profession and their communities.

Dr. Genecov was a strong believer in the principles represented by the American Board of Orthodontics. He was certified by the Board in 1968 and has encouraged his students to seek certification after graduation.

Dr. Genecov was active throughout his career in organized Dentistry and Orthodontics. He was a member of the American Dental Association and its component societies, and a past President of the Southwestern Society of Orthodontists and the Charles H. Tweed Study Group of Texas. He was an active member of the Angle Society and the Southwest Component of that organization. He was a delegate to the House of Delegates of the AAO and served on that organization’s Council on Public and Professional Relations. He was also an active member of the American Cleft Palate Association, and was responsible for many clinical innovations in the treatment of patients with craniofacial deformities for over 40 years.

Dr. Genecov had been recognized by his peers and honored with membership in Omicron Kappa Upsilon, and Fellowships in the American and International College of Dentists, and received numerous awards for his clinical expertise from The Dallas Mid-Winter meeting, The University of Texas at San Antonio, and the Dewey Award from the Southwestern Society of Orthodontists.
What was really exceptional about Dr. Genecov’s contributions was his humanity and caring for the patients and their families who must deal with the heartbreak of craniofacial deformity. As both a clinician and teacher, Dr. Genecov’s devotion to his patients was a labor of love. For over 40 years he was involved in the treatment of hundreds of patients who came to his office in Dallas from all over the world for their special treatment needs. Through his publications and lectures, his approach to the treatment of cleft lip and palate patients was received with acclaim by his colleagues throughout the world. As a teacher, his residents and professional colleagues benefitted from his unique knowledge and saw him as a role model of a professional who consistently put his patients’ welfare first.

When it came to his patients, Ed was not only an outstanding Orthodontist, but one of the most giving, compassionate doctors people ever encountered. He was a pioneer in dealing with treatment of patients with special needs, and put parents at ease telling them to treat their kids with this condition in the same way they treated their other kids. Ed was mainstreaming and integrating special needs kids long before it became the norm. He had an uncanny way of reducing a child’s fear and instilling in them confidence and self-worth. One of his patents, upon hearing of his death remarked, “Your Dad put smiles on all of my kids.” This was true in so many ways.

And as dedicated as Ed was to his patients, they were dedicated to him. One family drove 15 hours in snow and ice to make their appointment, only to find the office closed due to the weather. They called Ed and he opened the office for them. Ed would see patients day or night, even at home, where he kept a special drawer of materials and equipment so that he could take care of kids over the weekend or in an emergency. Ed treated hundreds of patients without being paid for well over a year. He was always extending himself to help others.

So many owe their success in life to Dr. Ed Genecov, because he did more than treat them, he cared about them, he listened to their concerns and fears, and through his compassion, he changed lives. He always said, “The kids who are the hardest to love need it the most.” He loved kids and gave so many kids lives of happiness, lives where they could stand up tall, with confidence and possess a healthy image of self. What an incredible gift.

Just as Ed was loved by his patients he was respected and revered by his students. He was on the original faculty of Baylor Dental School and helped to create the graduate program in Orthodontics where he held a professorship for 46 years. To his students he was more than just an instructor. He became their mentor, their friend. He took them in and brought them home for meals and holidays and trips to the lake. His students became part of the family. Ed collected friends from all over the world, but Ed’s greatest love was for his family. He will be deeply missed.