

## AAO Delegate Report

2019

Los Angeles, CA

The AAO House of Delegates met in Los Angeles, CA in the first week of May 2019 in conjunction with the AAO annual session. As in previous years, many actions were taken to further the needs of the members of our specialty and our patients.

One of these actions will help the AAO become more nimble and enable it to adapt to the ever changing market place. The newly adopted Growth and Transformation Department will help to identify, develop and launch new products and services to enhance the benefits of the members and provide new, non-dues revenue which will help offset future dues increases.

The HOD also voted to continue the Consumer Awareness Program or CAP. Active AAO members who pay the full amount will see the CAP line item increase to 800.00 from 600.00 in 2018. The AAO's CAP is the only mass awareness campaign that actively works to raise the awareness of consumers about the benefits of orthodontic treatment provided by orthodontists. The goal of the program is to drive people to the consumer website (aaoinfo.org) to learn about orthodontic care delivered by orthodontists. The AAO's CAP web presence was revitalized in 2016. That year there were 409,290 visits to the site. 2017 jumped to 1,819,477 and 2018 to 7,491,818. While there is a chance you personally may not have seen any ads run by the CAP, it's likely that you did not fall into one of the target audiences. AAO CAP ads appeared 1.4 billion times over the course of the year online. Kentucky had 19,088,539 of the total ad impressions and 62,483 visits were made to the website by Kentuckians.

In addition, the following actions were taken by the association:

Addition was made to the List of Qualifying Criteria for Dues Exemption, The Medically Necessary Orthodontic Care Definition Auto-Qualifiers list was updated, Leadership Development Conference will now include Emerging as well as Experienced Leaders, Policy was added on the Human Papilloma Virus (HPV), additional Practice Management Documents will be available in French, Political Advocacy Review to address significant needs, Membership Requirements to Change for International and Life Members, AAO to support Constituent Reorganization efforts, and the AAO President to Appoint Special Committee for Women Dentists.

View the complete report on the 2019 adopted resolutions (Actions Taken Chart).

<https://www.aaoinfo.org/about/governance/house-delegates>

Thank you for the opportunity to serve as the Kentucky delegate to the AAO.

Sincerely,

Chris Howell DMD,MS