

2013 AAO Delegate Report



Make plans now to join us in New Orleans on April 25-29, 2014 for the Annual Session. With a Doctors Program reflecting the AAO's worldwide reputation for outstanding conferences and a host city equated with unparalleled fun, the 2014 Annual Session will be a meeting no orthodontist will want to miss. For music lovers, the news gets even better: The 2014 Annual Session is scheduled at the same time as the [2014 New Orleans Jazz & Heritage Festival \(Jazz Fest\)](#). The world-renowned cultural celebration will be April 26 – May 5, featuring music in all styles indigenous to Louisiana, including R&B, gospel, Cajun, zydeco, Afro-Caribbean, jazz, blues and bluegrass.

The [2013 AAO Annual Session](#) was held May 3-7, 2013 in Philadelphia and it was a great success. At this session the House of Delegates (HOD) passed a budget of \$15.6 million for the AAO 2013-2014 fiscal year. This budget appears greatly reduced from the 2012 budget of \$21 million, however this change is due to an accounting practice that moved the assessment for the Consumer Awareness Program (CAP) out of the general budget. The 2013-2014 budget needed to cover all actions of the HOD and would have required a dues increase of \$14, however this increase was taken out of the AAO excess reserves and no dues increase was passed on to the membership.

The [AAOrtho.org website](#) was updated to reflect the AAO brand message and it now provides updated content, improved ease of navigation, and new communities / blogs that will allow members to participate or ask questions of their own.

The Consumer Awareness Campaign Assessment was continued and strengthened with a vote of 61-3 in the HOD for the next three years the Assessment will be \$700-\$750-\$800. This vote of confidence was largely due to the report to assess the effectiveness of the Consumer Awareness Program (CAP). The AAO hired Millward Brown, a global company focused on brands, media, and communication to track consumer decisions about orthodontic treatment before and after the launch of My Life. My Smile. My Orthodontist. campaign in 2012.



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- From 2010-2013(first quarter) the percentage of teens in braces being treated by an orthodontist increased from 86% to 90% and the number of teens using clear aligners who are being treated by orthodontists increased from 70% to 74%.
- During this same time period the percentage of consumers with children who were considering an orthodontist for treatment increased from 61% to 77%. For clear aligners increased from 52% to 62%
- During this same time period the percentage of adults receiving orthodontic treatment by an orthodontist increased from 76% to 82%. For adults using clear aligners increased from 56% to 61%

Listing and details of all resolutions are listed on the AAO website but some notable resolutions adopted by the 2013 House of Delegates include:

Financial Policy Amended for New and Younger Members assessments and due structure was modified to a gradual increase over the first five years of practice. Assessments and dues will be paid at rate of 10% first year, 25% second year, 50% third year, 75% fourth year, and final 100% at fifth year of membership

Financial Policy Amended to Include Limited Senior Practice A member may apply to the AAO for dues waivers and /or assessment waivers on the basis of specific financial hardships. A “senior limited practice” waiver may be requested by doctors with at least 30 cumulative years of membership and who practice more than 350 hours per year. All waiver requests are considered and decided upon for the AAO Board of Trustees (BOT).

Governance Study Changes in the orthodontic specialty and in AAO member demographics led the AAO to fund a governance study. A member task force will examine issues with assistance of the consultants from Mary Byers, Harrison Coerver & Associates who have expertise in association management and governance. Report back to BOT and HOD 2014

Comprehensive Contract Guide for Orthodontic Job-Seekers to be Developed The HOD approved the development of comprehensive contract review guidelines to assist orthodontists in understanding contracts when considering offers for employment. Report back to the BOT and HOD 2014.

Society of Educators (SOE) to Review Residency Program Accreditation Standards The AAO Society of Educators will evaluate the current standards of accreditation of postgraduate orthodontic specialty programs. The SOE will provide recommendations to maintain quality orthodontic care and education.

AAO Federal Credit Union The consultant that was hired to provide risks / benefits associated with the formation of a credit union reported information that was not favorable to the AAO to add these services. No further action on Credit Union will be taken and this project was withdrawn.

Thank you for the opportunity to serve as your Delegate to the AAO. If you have any comments or concerns feel free to contact me.

Jeri Stull (drstull@usa.net) 859-781-2662