

2014

## KAO Directors Report

Thank you for the opportunity to serve as the KAO Director this year. The SAO Board of Directors meeting was held on Saturday, March 15<sup>th</sup>, 2014. The following is a brief summary of the topics discussed at this meeting and the year in review for 2013-2014.

Please make plans to attend the SAO Annual Meeting in Atlantis on October 8-12, 2014. The location is spectacular with several room options at different price points. The meeting schedule is top notch and you will be sure to have a great time!



### **New Executive Director Announced**

Ms. Heather Hunt has been selected as the next Executive Director of the SAO. She is bringing superb leadership skills, impressive educational background, and vast experience in the hotel industry to this position. She started July 1 and will be looking forward to meeting the members at the KAO meeting.

### **SAO Leadership Program**

Interested in sharpening your leadership skills? Want to meet other leaders around the Southern Association? Apply for the SAO Leadership Program, Call SAO Office at (800) 261-5528

### **AAOPAC Committee**

Thanks to Dr. Thomas Baldwin, KY State Captain for the AAOPAC who has been working to get Kentucky out of the bottom of the pack. We have ranked no higher than 9<sup>th</sup> out of the 11 states. Please consider joining the AAOPAC to support our voice in Washington.

### **ACA issues reported in other states**

In a report from Tennessee Association of Orthodontics (TAO) Secretary, Jim Vaden, has written numerous letters to the TennCare Bureau about the number of complaints TAO members have made about issues with DentaQuest, such as lack of continuation of payment for cases that had been

approved by the previous DBM Delta Dental, failure to re-credential TAO members who had been credentialed by previous DBM's (Delta Dental, Doral, Blue Cross) for many years, and failure to approve "medically necessary" treatment for hundreds of submitted cases. The TAO has partnered with the Tenn. Assn. of Pedodontists, Oral Surgeons & Periodontists, and the Tenn. Chapter of the AGD in meeting with the Tennessee Dental Association at an emergency called meeting with the TDA attorney and Chief Legislative Lobbyist to address the issues. Nothing has been resolved yet as we are still working on strategies to address the issue which is causing extreme problems with access to care for the underserved population of Tennessee.

### **COMEJC Council on Membership, Ethics, and Judicial Concerns**

Members may make application for a waiver of dues and/or assessments for any of the following reasons.

1. Significant financial hardship due to an act of God or other similar event beyond the member's control.
2. Significant financial hardship due to a debilitating medical condition.
3. Significant financial hardship due to activation from reserve status to active military duty for the U.S. or Canadian government.
4. A "senior limited practice" waiver of 50% of full dues and assessments may be requested by doctors under the age of 65 with at least 30 cumulative years of membership (excluding student membership), and practice no more than 350 hours per year. (HOD 2013 modified in 2014)

Applications for waivers shall be made to the Secretary-Treasurer of the Association. A waiver 50% or 100% of dues and/or assessments may be granted by the Association, provided such member is also exempt from paying the member's constituent organization's corresponding dues and assessments, as determined by the Association in its sole discretion. The decision of the Association shall be made by the Board of Trustees, and is final and may not be appealed. A waiver may be granted for only the current year's dues and/or assessments. A waiver may be granted for the same condition for up to three consecutive years. A "senior limited practice" waiver may only be used a maximum of three (3) years. COMEJC (Committee on membership, ethics and judicial concerns)

### **COC Council on Communications**

Consumer Awareness Program: The 2013-14 media buy supporting the AAO Consumer Awareness Program (CAP) is in progress. Ads are appearing on a number of media outlets: a blend of cable TV, digital search, digital display, print, and mobile devices.

An on-going study for the AAO by Millward Brown gauges the effectiveness of the campaign. As compared to the benchmark study in Q1 2010, as of Q4 2013:

- Orthodontists' market share in providing braces to patients of all ages went from 81 percent to 88 percent.

- Orthodontists' market share in providing trays to patients of all ages went from 59 percent to 72 percent.

A new USB drive containing samples of materials from Market Your Practice on aaoinfo.org was distributed to members by request at the fall 2013 constituent meetings.

### **Strategic Plan**

Thanks to Dr. Chris Howell for working with his committee to update and prepare the organization for new leadership and to align us with the AAO Strategic Plan.

### **Report from Executive Director, Sharon Hunt**

Ms. Hunt reported on the letters that members are receiving from the Motion Picture licensing Corporation (MPLC). She has researched the issue and advises members to comply with the law. She also reported that the financial health of the SAO is strong due to successful meetings, sound financial investments, and budgeting.

I look forward to seeing all of you at the meeting in Louisville in August.

Sincerely,

**Jeri Stull DMD, MS**

**KAO Director**