

# 2012 AAO Delegate Report



*The Key to Excellence*  
**Philadelphia 2013**

Make plans now to join us in Philadelphia May 3-7, 2013 for the 113th Annual Session. You'll experience a world-class scientific and educational program, and enjoy the historic city of Philadelphia. **Early registration begins October on [aaortho.org](http://aaortho.org) website.**

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The 2012 AAO Annual Session was held May 4-8, 2012 in Honolulu and it was a great success with over 4,000 orthodontists from throughout the world in attendance. At this session the House of Delegates (HOD) passed a budget of \$21.2 million for the AAO 2012-2013 fiscal year. The “decor” for the Annual Session was the new advertising campaign with a new focus on office marketing solutions, launched January 2012.



**Increase awareness. Educate consumers. Drive your business.**

On the [aaortho.org](http://aaortho.org) website, you will find the tools you need to increase awareness of your practice and educate moms and young adults about the orthodontic specialty. The recently updated Practice Marketing Solutions to include new items from the My Life. My Smile. My Orthodontist campaign, including **print**, **television** and **web** advertisements, as well as **video testimonials**. Take advantage of these available tools and self-promotion opportunities to build your practice and show why ***Our Expertise Will Make You Smile.***

The AAO Consumer Awareness Program has expanded its focus. Ads from the program are reaching millions of consumers via a national advertising program targeting adults as prospective orthodontic patients – not just as parents of teens who may need orthodontic treatment. By educating the consumers about post-graduate education, they are more likely to select an orthodontist for orthodontic treatment.

Listing and details of all resolutions are listed on the AAO website but some notable resolutions adopted by the 2012 House of Delegates include:

**22-12 H: Amendment to the Financial Policy – Reinstatement of Members.** A member may reinstate after a lapse by paying a reinstatement fee equal to 25% of accumulated unpaid dues and assessments from lapsed years as well as all the current year's dues and assessments, and by complying with the provisions of such individual's constituent organization. The maximum fee shall not exceed 25% of the total of the three (3) most recent years' dues and assessments.

**24-12 H: Comprehensive Restructuring Plan.** One or more consultants with expertise in association management will be engaged to make recommendations concerning but not limited to: alternative governance models; consideration of membership distribution / constituents; terms of service for leadership groups; and the changing environment and demographics of the membership. Report back to BOT and HOD 2013

**19-12 H: Investigation of Joining the Image Gently™ Campaign of American College of Radiology.** In light of recent bad publicity concerning the potential over-exposure of our pediatric patients to diagnostic radiographs, a committee will be formed. This committee will consist of three members from the Council on Scientific Affairs and Council on Orthodontic Practice they will investigate this campaign and report back to the BOT and HOD 2013.

**23-12 H: Amendment to the AAO Clinical Practice Guidelines for Orthodontics and Dentofacial Orthopedics 2008.** The Guidelines are expanded to include additional recommendations for the transfer of orthodontic patients. "The patient/parents/legal guardian should be informed that there may be different fees with treatment by different practitioners." Patient records should include financial information and transferred to the accepting practitioner.

**42-12 H: AAO Federal Credit Union Investigatory Committee.** A consultant will be hired to provide risks / benefits associated with the formation of a credit union. No further action on Credit Union will be taken until the report is received and reviewed by the BOT and HOD 2013.

**01-12 H: Budget.** A dues increase of \$5 was passed by the HOD. This increase was required because of a change in accounting practices by the AAO and was needed to cover the passed resolutions of the HOD.

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](mailto:drstull@usa.net)) 859-781-2662