

2010 AAO Delegate Report

The following notable officers were inducted by the AAO for 2010-11:

Dr. Lee Graber (MSO) – President

Dr. Michael Rogers, (SAO) - President-Elect

Dr. DeWayne McCamish of Chattanooga, TN (SAO) – AAO Trustee

The 2010 AAO House of Delegates (HOD) passed a budget of \$20.4 million for the AAO 2010-2011 fiscal year. This budget will allow the AAO to address the revised critical issues as set forth by the Board of Trustees (BOT).

The critical issues that reflect the concerns of the membership are:

- Consumer Awareness / Education Campaign
- Transition of Recent Graduates to Practice – Practice Opportunities and Management of Student Education Debt
- Building Relationships with Dentists and other related Health-care Organizations, such as ADA
- Political Action - Advocacy
- Operation, Marketing, and Cost Management of the Orthodontic Practice

The ongoing Public Awareness Campaign continues to be evaluated, revised and enhanced. The campaign was reviewed and expanded by the 2008 HOD to the level of \$830 per member until 2010-2011. The member assessment is maintained at \$550 for 2010-2011.

Some other Resolutions adopted by the 2010 House of Delegates include:

- Statement on the role of Cone-Beam Computed Tomography (CBCT) radiographs in orthodontics – “Resolved, that the AAO recognizes that while there may be clinical situations (CBCT) radiograph may be of value, the use of such technology is not routinely required for orthodontic radiography; and be it further resolved, that the AAO add this statement to the AAO Clinical Practice Guidelines.
- Establishment of the AAO Credit Union (AAOCU). With leadership from Dr. Leo Sinna and AAO Services Chair, Dr. Norman Nagel the research process included membership surveys conducted by the AAO and AAO constituent organizations, which showed a strong interest in an AAO Credit Union. This service may be extended to AAO member families, staff members, etc.

- Rescission of House Policy of advertising materials and fees- This will make it possible for the AAO to use certain types of coupons in marketing materials, to evaluate the effectiveness of the Public Awareness Campaign.

Some other Resolutions referred by the 2010 House of Delegates include:

- Referral of the Perpetual Public Awareness Campaign Assessment funding resolution to the Board to Trustees Task Force to Study funding for the Consumer Awareness Program (SAO). I have been appointed to this task force to bring our recommendation on the resolution to the SAO Board meeting in November 2010.
- Referral of consideration of a standardized clinical orthodontic training requirement. A proposed resolution that the AAO endorse the concept of a standardized clinical requirement as a prerequisite for graduation from accredited orthodontic specialty training programs. The COE is to study the resolution and report back to the 2011 House of Delegates.

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.

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