

February 1, 2018
Dr. Scott O. Schulz

2018 AD-INTERIM REPORT FOR THE COUNCIL ON ORTHODONTIC PRACTICE (COOP)

February 2018

The Council last met at the AAO Central Office in St. Louis on November 01, 2017.

The following is a list of COOP's recommendations to the BOT:

1. Orthodontic Program Liaison
That an Orthodontic Program Liaison be approved for implementation and funding to work in conjunction with the Resident Champion Program. The GLAO is spearheading this within its constituency. An example of the letter sent to program directors within the GLAO is attached.
2. Membership Directory Techniques List
That AAO add a general comment box to the list of member techniques with a 100 character maximum. This open field allows doctors to list additional techniques, brackets types, techniques, TMD, sleep apnea, etc.
3. Video Contest
That the AAO Video Contest be discontinued effective immediately. We were not seeing good participation for the last few years.
4. Closed Facebook Group for Orthodontic Staff
That AAO consider the establishment of a closed Facebook group for Orthodontic Staff.
5. Cyber Security
That AAO have the Committee on Technology investigate cyber security protection and recovery for orthodontic practices including education resources.

Council Discussion:

1. **AAO Educational Resources**
COOP is considering offering recorded online lectures and/or live webinars at no cost to members. Staff is looking into budget considerations
2. **Practice Transition Seminar**
The **2017** seminar was held on Friday, April 21 in conjunction with the AAO Annual Session in San Diego. The paid, ticketed program was attended by 152

participants during the morning session and 147 participants in the afternoon, an increase from 105 attendees in 2016.

The **2018** Practice Transition Program is scheduled for Friday, May 4 in the Washington Convention Center in conjunction with the AAO Annual Session in Washington, DC. Confirmed speakers will include:

- Mr. Ken Alexander – Understanding Orthodontic Transitions: Value, Pitfalls and Associations;
- DSO Panel – panelists will comprise representatives from Pacific Dental Services and Smile Brands, as well as industry consultant Mr. Roger Hill;
- Mr. Doug Copple and Ms. Shannon Patterson – compensation expectations for junior and senior doctors (title TBD)
- Dr. Laurance Jerrold – C.A.D.E.T. (Coverage Agreements for Death/Disability/Displacement in Emergency Transitions

3. Practice Opportunities and Careers (POC)

As of September 30, 2017, POC reported:

231 active opportunities (Sept. 2016: 198)

601 registered seekers (Sept. 2016: 608)

59 successful matches for calendar year 2017 (41 in 2016)

Practice for sale: 22

Full-time associateship: 24

Part-time associateship: 13

COOP Recommendations:

1. Reach seekers via text message with the practice “match” question to secure more accurate statistics.
2. Record the Practice Transition Seminar lectures and consider online access for purchase.

4. Career Fairs

2017 Orthodontic Career Fair, San Diego, April 23 - 24 exhibitors; 266 job seekers

2018 Orthodontic Career Fair, Washington D. C. May 6 at the annual session, is part of a full-day track for residents and new and younger members, immediately

preceded by the New Orthodontist and Resident Conference and followed by the Orthodontic Residents' Reception.

5. Resident Vitals Presentations

- a. Participation totals in the Resident Vitals program for the 2016-17 and 2017-18 academic year
45 programs gave presentations for the 2016-17 academic year (compared to 42 in 2015-16 and 2014-15)
- b. Based on the above scheduled presentations, an estimated total of 538 residents have seen the presentation during the 2016-17 and 2017-18 academic years.
- c. Staff was asked to add the Constituent to the Resident Vitals report so that COOP members may contact institutions directly.
- d. Resident Champion Program
Dr. Schulz recommended Orthodontic Program Liaisons as a compliment to the Resident Champions. These individuals will be appointed by program directors to promote AAO information including: schedule of the Resident Vitals, Legal Mini-Course and Financial Management. GLAO is pioneering the program.

6. Membership Directory Techniques List

- a. The BOT referred the issue of adding TMD and sleep apnea to COOP to consider differentiating between techniques and areas of interest
- b. COOP recommends that the AAO add a general comment box to the list of member techniques with a 100 character maximum.

7. Orthodontic Staff Club (OSC)

Orthodontic Staff Club Survey

Since the 2015 study, OSC membership has grown and virtually all members indicate high satisfaction ratings of the benefits.

Advances:

22.4% increase in OSC members

71.7% increase in survey participation (by number of responses)

95.8% to 100% excellent/good ratings across all OSC member benefits

Greatest awareness gains and usage of:

+14.8% patient education materials

+13.9% member website

+10.5% practice forms and releases

Challenges:

Awareness gaps:

59.7% are unaware of the AAO mobile app
58.4% are unaware of the AAO Voluntary Certification Program®
53.0% are unaware of social media communications
45.0% are unaware of Orthodontic Staff Appreciation Week

COOP Recommendations:

1. Staff to look into whether the Orthodontic Staff Club Application could become a total online process for members.
2. Better marketing is needed to promote Voluntary Certification Program (VCP). It is recommended that AAO consider the establishment of a

8. Cyber Security

With the threat of practice data being compromised by ransomware and internet viral destruction, COOP proposes that AAO have the Committee on Technology investigate cyber security protection and recovery for our member orthodontic practices. This would include the AAO providing educational resources.

Next COOP Meeting. COOP will have a face to face meeting in St. Louis November 9-10, 2018.

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