

Our profession is at a crossroads. The next 10 years are critical to the viability of Orthodontics as we know it. We face: unprecedented corporate intrusion into our profession, non-specialist orthodontics, enormous student debt, morphing practice modalities, educational standards and accreditation in flux. This list goes on...

There are some who shrug and say, "We're screwed." But I say, "Together we can make a difference". What these problems have in common revolves around legal, legislative, and regulatory issues. This is my area of education, experience, and skill.

I have a unique background and want to support you and our profession as I have done my entire professional life. My CV is second-to-none, and it matters that a leader with extensive American political experience and a record of creative, successful solutions and exemplary advocacy becomes your AAO Trustee and ultimately President of the AAO.

Here's what have I done.

In 2008, Michigan faced a serious challenge to create dental therapist legislation. I personally lobbied extensively in hearings and one-on-one against the bill, and my efforts, not the Michigan Dental Association, fundamentally led to the bill's defeat.

In 2017, I penned AAO policy permitting the AAO, for the first time, to proactively support state Orthodontic Associations addressing regulatory obstacles that affect the practice of Orthodontics. Moreover, the AAO has earmarked over a million dollars for state advocacy.

I have also worked with the AAO legal department to help create an entirely new approach for proactive state level advocacy. Most regulatory challenges are happening in the states and will secondarily move to the provinces.

As Chair of the Council on Orthodontic Healthcare (COHC), I personally wrote new AAO policy to address state insurance regulations covering individuals with craniofacial anomalies for a lifetime. A lack of ongoing insurance coverage has been a major problem.

Treating orthodontics as a commodity product (Do-it-Yourself) rather than a professional service is one of the key battles before us. The Chair of COHC has already given me access to key industry leaders (manufacturers and payers). Solutions will happen when we creatively address shared problems together.

Teledentistry is here. Recognizing both the benefits and the risks that teledentistry poses COHC with my leadership has already proposed a way to help advance our profession and enhance our member's bottom line.

Aside from industry and regulatory problems I have also proactively addressed association governance problems. I personally rewrote the current Michigan Association of Orthodontists Bylaws. While two years of laborious editing occurred before implementation, my conceptual changes, creative work and nearly all of the language remain.

I am also a steadfast advocate for clinical excellence. I am a long-time ABO diplomate and Angle Society Affiliate. I also have served as a peer reviewer.

Woody Allen is quoted as saying that 90% of life is simply showing up, I believe with all my heart that who shows up matters; it makes all the difference in the world.

I vow to continue to innovate and advocate as your AAO Trustee.