

# GLAO News

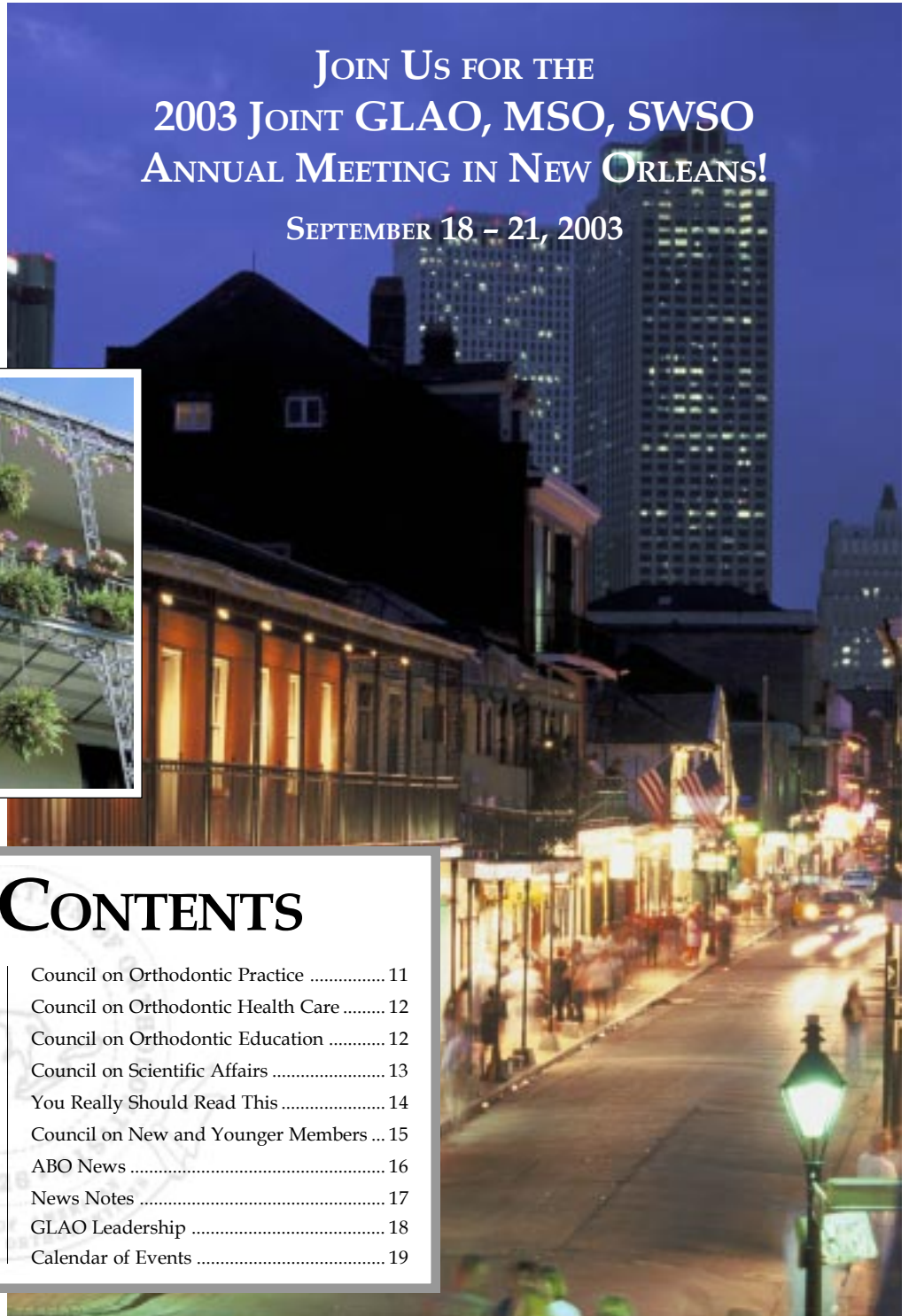


Vol. 39 • No. 1

Spring 2003

JOIN US FOR THE  
2003 JOINT GLAO, MSO, SWSO  
ANNUAL MEETING IN NEW ORLEANS!

SEPTEMBER 18 - 21, 2003



## TABLE OF CONTENTS

President's Report .....	2	Council on Orthodontic Practice .....	11
Editor's Edge .....	3	Council on Orthodontic Health Care .....	12
AAO Trustee Report .....	4	Council on Orthodontic Education .....	12
The Tunnel at the End of the Light: Orthodontics at the Dawn of the 21 <sup>st</sup> Century .....	6	Council on Scientific Affairs .....	13
AAO Council on Membership .....	7	You Really Should Read This .....	14
AAO Council on Communications .....	8	Council on New and Younger Members ...	15
AAO Council on Insurance .....	9	ABO News .....	16
AAO Council on Governmental Affairs ....	10	News Notes .....	17
Council on Information Technology .....	11	GLAO Leadership .....	18
		Calendar of Events .....	19

Published bi-annually by  
The Great Lakes Association  
of Orthodontists  
17 South High Street, Suite 200  
Columbus, OH 43215  
877/274-6420 (p) • 614/221-1989 (f)  
E-mail: glao@assnoffices.com  
www.aaortho.org

Member Association of Orthodontists



Ohio • Indiana • Ontario  
Michigan • Pennsylvania (Western)

**EDITOR**

**Dr. John Monticello, DDS, MS**  
1750 Grand Rapids Ct.  
Grand Rapids, MI 49525  
616/364-1700 (p)  
E-mail: grandridgeortho@netscape.net

**PRESIDENT**

**Jeffrey L. Gilmore, DDS, MS**  
901 Third Street  
Marietta, OH 45750-1836  
740/373-8584 (p)  
E-mail: gilmore@wcitg.net

**PRESIDENT-ELECT**

**Robert J. Brown, DDS, MS**  
5491 Scioto Darby Road  
Hilliard, OH 43026  
614/876-7788 (p)  
E-mail: rjbortho@aol.com

**VICE PRESIDENT**

**Dr. Christopher Roberts, DDS, MS**  
310 West Hardin Street  
Findlay, OH 45840  
419/423-1452 (p)  
E-mail: croberts3@woh.rr.com

**SECRETARY/TREASURER**

**Jeff Berger, DDS, MS**  
600 Tecumseh Road E #241  
Windsor, ON N8X 4X9  
CANADA  
519/258-2632 (p)  
E-mail: jberger@mnsi.net

**AAO TRUSTEE**

**Terry R. Pracht, DDS, MS**  
151 W. Schrock Road  
Westerville, OH 43081  
614/882-5785 (p)  
E-mail: pracht@earthlink.net

**PAST PRESIDENT**

**O. H. Rigsbee, III**  
3390 West 86th Street, Suite W-1  
Indianapolis, IN 46268  
317/872-7027 (p)  
E-mail: ddschip@aol.com

**MAILING ADDRESS:**

**GLAO**  
17 S. High Street, Suite 200  
Columbus, OH 43215  
877/274-6420 (p)  
614/221-1989 (f)  
E-mail: glao@assnoffices.com



Member Publication  
American Association  
of Dental Editors

# PRESIDENT'S REPORT



JEFFREY GILMORE,  
D.D.S., M.S.

Many thanks are in order to Chip Rigsbee, MASO president Jim Heslop and their convention committee for an outstanding Joint meeting November 1-4, 2002 at the beautiful Marriott Sawgrass Resort in Ponte Vedra Beach, Florida. GLAO members Eileen Raywood (co-chair general program), Gene Roberts (scientific), Chuck Pritchett (staff) and Kirk Ripley (exhibits) deserve special acknowledgement for their behind the scenes efforts on our behalf to put together this successful meeting. The Sawgrass facilities were first class. The meeting attendees enjoyed great tennis, golf, dining, shopping, a beautiful beach and very pleasant weather. Chip, you are to be commended for this fine meeting. Your strong leadership as president and commitment to the association are appreciated by all.

As I assume the office of GLAO president, I want each of our members to know how honored I am to serve. I have had the great fortune and privilege to meet and work with many dedicated and intelligent individuals who have devoted their skills, time and energy to our association. My good friend Terry Pracht, our current trustee and soon to be president elect of the AAO, is such an individual. Another is John Buzzatto who was successful in his bid to follow Terry Pracht as our next GLAO trustee. John is a unique individual who like Terry is resolved to representing the

GLAO, AAO and our profession to the highest level. We are fortunate to have people like this in these roles.

The GLAO officers, directors, delegates, alternate delegates and council members put forth a great deal of effort and sacrifice significant time from their families and practices to represent our membership. I am grateful for their willingness to serve. They are a special group as well. The eight delegates and four alternate delegates representing the GLAO at the 2003 AAO annual session are:

Tom Ahman	Bob Portenga
Bob Brown	Chris Roberts
John Buzzatto	John Barbour
Jeff Gilmore	Jeff Berger
Scott Jamieson	Maria Haas
Valmy Kulbersh	Chip Rigsbee

The GLAO was well represented at the AAO Leadership conference held January 10-11, 2003 in St. Louis. Thanks to Mary Barkley, John Buzzatto, Jerry Hickman, Scott Jamieson, Richard Marcus, Ron Miller, Greg Oppenhuizen, Bob Portenga, Terry Pracht, Chris Roberts, Chuck Sadler, April Snyder and Gerry Solomon for their attendance. Conference chairman Dr. Donald Joondeph summarized the purpose of the 2003 Leadership conference: "Given today's changing demographics, the role of the internet in our daily lives and changing family roles and responsibilities, many associations are taking a look at their governance structure to make sure it remains strong, influential in the profession and relevant to the lifestyle and profitability of its membership." Those remarks set the tone for the day and a half conference. Mr. Ed Barlow, a "futurist" served as facilitator. He stated that human knowledge is expected to double every year by the year 2012! If an organization is to keep pace with or hopefully stay ahead of and utilize the flood of information to benefit its membership, it has to be nimble and responsive. It must look into the future (have vision) and be in touch with the changing needs of its membership. Fortunately, the AAO has this vision and continues a proactive response to continue to provide the services and support the membership desires. Take a look at the AAO web site! The GLAO is considering the

creation of its own web site as well. This is our effort to be more responsive to you, our members.

Please mark September 18-21, 2003 on your calendar. The GLAO will join our friends from the SWSO and MSO in the first three constituent meeting to be held at the Marriott Hotel in New Orleans. The meeting theme is "Exceeding your Expectations" and true to the theme, we have set forth a spectacular program for doctors, staff and spouses in a great city. The hotel is ideally located within walking distance to the French quarter, famous restaurants and shopping. A new Harrah's casino is nearby as well.

The doctor's scientific and staff programs have been established. Our speakers include Dr. Vince Kokich, Dr. William Arnett, Dr. David Sarver, Dr. Roger Levin and Rosemary Bray. A truly outstanding lineup! We have arranged a busy agenda for spouses including a tour of two beautifully restored plantations (one owned and restored by orthodontist Dr. Crozat) and an opportunity to attend an authentic Cajun cooking school in the French quarter. Jim Abbott, former major league pitcher, will be the speaker at our opening breakfast. He is a talented athlete and speaker who will present a powerful message of motivation to the attendees. Take your autograph book because Jim will be in the exhibit area through the lunch hour on that day. The presidential party will be held Saturday evening aboard an authentic sternwheeler. Food, drinks and entertainment with a cruise on the Mississippi River will make this an event doctors, spouses and staff will not want to miss. Meeting information will be sent after the AAO annual session.

Special thanks to April Snyder, our executive secretary and her assistant Michelle Patrick for their excellent service to the GLAO. Both ladies are very talented, well organized and make the board of directors duties much easier. April has proven to be a very effective executive secretary. She is highly respected by our board and works well with executive secretaries from other constituents.

## Editor's Edge

JOHN MONTICELLO, D.D.S., M.S.

March 20, 2003 — The war has started. For many it is almost a relief that definitive action has finally taken place. The uncertainty of what might happen in the world political landscape has given way to concrete action. The American spirit is pent up for a most certain economic upturn pending the length of the military engagement and the final outcome. Commentators seem very optimistic after only 24 hours with minimal resistance and the promise of a quick resolution appears certain. As a Lt Col in the USAF and Michigan Air National Guard, I agree! Travel plans should be made now as costs have never been better and the future looks bright.

The 2003 AAO annual session in Hawaii is only 6 weeks away and will be one of the best meetings ever organized. The scientific program assembled for the membership is full of great speakers and focused on morning venues leaving afternoons available for social events and sightseeing. If you have not yet registered, there is still time. The response so far has been outstanding despite the distance; it is only three hours longer than California!

The GLAO annual session, "**Exceeding your Expectations**", is on September 18-21, 2003 and is also getting its final organizational touches (see the President's Report). If you have never been to the Marriott Hotel in New Orleans, or even if you have, having two great meeting locations and groups of speakers in the same year is rare. The GLAO will be having a joint meeting

with the MSO and the SWSO. This will greatly reduce costs and increase participation of orthodontic vendors. Hotel reservations can be made by calling the Marriott at (504) 581-1000.

Changes and improvements to the GLAO newsmagazine are well underway. We will be creating a new website and homepage in conjunction with the AAO. Once complete the Magazine will be available on the web. This current spring edition has two featured columns. Please read Dr. Terry Pracht's heartfelt final report as our AAO Trustee as he moves on through the officer chairs of the AAO. There will always be space reserved for his thoughts in future editions. Also featured this spring is an article by Dr. Lysle E. Johnston, Jr., *The Tunnel at the End of the Light: Orthodontics at the Dawn of the 21<sup>st</sup> Century*. This is a truly thought provoking article for concern and action today.

Finally, in the summer edition, we will be starting a new series of articles profiling each graduate orthodontic program within the Great Lakes region. This may take my remaining tenure as Editor to complete, as we will be featuring only one program in each edition. The first graduate program to start the series will be the Ohio State University. This should be a very good opportunity to see how all the programs tackle the challenge of training of the best of the best.

See everyone in Hawaii and New Orleans in 2003!

I welcome the challenge of serving as your president. I am committed to serve to the best of my ability. If you would like to become more involved with the GLAO please contact me or any board member. If you have any questions or comments please do not hesitate to contact me.

By mail at:  
901 Third Street  
Marietta, OH 45750  
By phone at:  
740-373-8584, fax: 740-678-0212  
Or email: Gilmore@wcitg.net

*I hope to see you in New Orleans.*

# AAO TRUSTEE REPORT



TERRY PRACHT,  
D.D.S., M.S.

When I became your Trustee in 1995, AAO had an administration that, in my judgment, was causing us to grow faster than we needed to grow, bigger than we needed to be, and to become much more staff driven! This concern was magnified by the anticipated change in the demographics of the AAO membership as more and more members prepare for retirement and at a time when the number of graduates from our orthodontic residency programs is relatively low. However, our new administration at AAO seems to be working well, with a team approach to management and with a reorganization of our central office staff which will allow us **to once again become the member driven organization we all really want.**

Over these many years of service, there have been some really great accomplishments! I'd like to highlight just a few:

A number of years ago, the Great Lakes Association submitted a resolution to the AAO House of Delegates to change the name of the specialty to more accurately describe what we all do on a daily basis. From Orthodontics, to Orthodontics and Dentofacial Orthopedics. Later, this change was approved by the American Dental Association and **today both the public and the dental profession realize that orthodontists do a lot more than just straighten teeth.**

**GLAO conceived and continues to champion the joint meeting concept.** We hosted the first joint meeting of GLAO and the Canadian Association of Orthodontists in Palm Desert in 1993. Then, in 1994, GLAO met with the Midwestern Society of Orthodontists in Chicago. This was the first joint meeting of two AAO Constituent Organizations. Today, joint meetings are common for six of the eight AAO Constituents. This fall, in New Orleans, there will be the first joint meeting of three AAO Constituents including GLAO. In the current environment of declining participation in professional meetings, joint meetings facilitate the presentation of state of the art scientific programs in attractive locations, while increasing the likelihood of financial success for the participating Associations.

Years ago, when managed care dental plans became common, AAO was in the forefront, educating members on the pros and cons of participating in these programs. **As a result, the impact of these plans was much less in orthodontics than in the rest of dentistry.** And, the AAO encouraged the ADA to create its Contract Analysis Service which still provides essential information about the often times complicated participation agreements for these plans.

More recently, when dental management service organizations appeared and orthodontics was introduced to Wall Street, **AAO became a resource for both established orthodontists and orthodontic residents by providing information on the pros and cons of affiliating with these publicly held corporations.** And we were also successful in getting the ADA to add information about DMSO's to its Contract Analysis Program.

Conceived by our own Dr. Kelly Carr, AAO has continued to promote Direct Reimbursement through its Council on Orthodontic Health Care, where I served as your GLAO representative for eight years. Still the very best dental benefits plan there is, with total freedom of choice! AAO has spent millions of dollars on the promotion of DR over the years for the benefit of both the public and the entire dental profession...not just the orthodontists! But along the way, we determined that even though self administration is clearly the way to go, most companies are just not comfortable administering their own dental plans. Now, because of the success of DR USA and the creation of the AAO Third Party Administrator, I am pleased to report that **in the next fiscal year, the promotion of Direct Reimbursement will finally begin producing non-dues income for the AAO.** And, a dental plan that was almost unheard of fifteen years ago is now in the top ten of all dental plans in the total number of covered lives!

AAO has continued to increase its participation in the political arena. Through our Council on Governmental Affairs, Political Action Committee and

Well, I can't believe I'm actually writing my last report for the GLAO News as your AAO Trustee. It seems like only yesterday that I attended our 1992 meeting in Miami, Florida where I was installed as GLAO President. I remember I mentioned in my acceptance speech that I had already been working for organized orthodontics for eleven years at that point, going through the Chairs of the Ohio Association of Orthodontists and then as a member of the GLAO Board of Directors. I guess that now means I've been working on behalf of the orthodontic specialty for over twenty years. But, I do still have three more years to go as I finish my term as AAO Secretary-Treasurer, become President-Elect this May and then President in 2004.

I must tell you that I have thoroughly enjoyed the experience and **I must thank you for the opportunity to serve you for so many years.** Yes, it's been a lot of work and a loss of substantial practice and personal time, but it has allowed me to develop close personal relationships with many special orthodontists all over the world whom I would otherwise have never met. Many will be friends for life!

# AAO TRUSTEE REPORT

Washington, D.C. representation, we are able to have meaningful influence on important issues that affect us all such as infection control, ergonomics, patient privacy, etc. **We no longer have to stand on the side line and watch things "just happen" to our profession!** And soon, we plan to introduce our own federal legislation.

Recently, AAO has been successful in protecting our Principles of Ethics by successfully defending a major lawsuit brought against us and one of our Constituent Organizations in federal district court and subsequently a federal court of appeals. This victory is so important to the profession because after all, **the only things that make us really 'specialists' are our education and our ethics!**

Obviously, there are still some challenges ahead. The biggest is probably the shortage of qualified faculty for our orthodontic residency programs. Ten years ago, I had the privilege of serving as National Fundraising Co-Chairman of the AAO Foundation. We laid the ground work for the revitalization of

our then small Foundation which had been relatively inactive for many years. **Today, the AAOF has over twenty million dollars of pledges and is taking an active role in not only funding orthodontic research, but also assisting with the shortage of orthodontic educators.** But now we have a new challenge on the horizon. The corporate sponsorship of post-graduate orthodontic programs. I cannot predict the outcome at time, but be assured your Association will be well represented as we address this issue.

These have all been great benefits for AAO members. **But, possibly our greatest accomplishment was the formation of our AAO Professional Liability Insurance Company** where I currently serve as Vice President. Is there a current crisis with malpractice insurance? Not if you are insured by AAOIC! The incidence of significant claims is relatively low when orthodontics is performed by qualified orthodontic specialists. By insuring only AAO members, AAOIC continues to provide a stable, affordable source for malpractice coverage. We now insure over fifty

percent of eligible AAO members! As the Company grows and matures, we should all reap the benefits of this AAO initiative.

Finally, we are beginning to see the benefits of what I consider to be great fiscal responsibility in the management of our Associations. Last year **AAO adopted a budget that actually included a substantial reduction in dues** while allowing for a modest contribution to reserves. Another reduction has been proposed for the next fiscal year. And last fall the GLAO General Assembly approved **our first dues reduction!**

Hopefully, this historic review will make you appreciate a little more what a great value your AAO and GLAO memberships really are!

Again, thank you for the opportunity to serve our beloved specialty. I know I leave you in good hands as Dr. John Buzzatto becomes your new AAO Trustee at the conclusion of the 2004 AAO annual session in Honolulu, Hawaii! Aloha and Mahalo!



## *Choose the AAO Professional Liability Insurance Program for Coverage You Can Trust*

Why AAO Professional Liability Insurance is your best choice **right now...**

*Underwritten by AAO Insurance Company (AAOIC), exclusively for orthodontists.*

- AAOIC is owned and managed by AAO members
- Occurrence and Claims-made coverages available
- Free claims-made lifetime coverages available
- Consent to settle provisions available
- Part-time, new graduate, faculty and risk management discounts available
- Only AAO members are eligible; no other specialists

*For a free information kit, please call  
1.800.622.0344*

# The Tunnel at the End of the Light: Orthodontics at the Dawn of the 21<sup>st</sup> Century

LYSLE E. JOHNSTON, JR., D.D.S., M.S., PH.D.  
ANN ARBOR, MICHIGAN



It is apparently a physical law of nature for “elder statesmen” to want to inflict their hard-won perspective on colleagues and friends. The editorials that result are highly stylized and often interchangeable: the speaker views the past with pleasure and the future with alarm (or is it the other way around?), all the while rummaging through an intellectual attic filled with discarded, long-forgotten toys. We read a few words and then turn the page in search of something more useful . . . and less embarrassing. Now it’s my turn; you have been warned!

As a distinct entity, orthodontics emerged from the void in 1900. As it enters its second century, it would seem appropriate to examine the current status of education, refereed research, and professional organization—the “tripod” upon which a learned specialty is built.

Orthodontic education is faced with countless challenges. One after another, they collect like barnacles and threaten our existence as an independent calling. Where are our teachers? Where will our chairs come from? What will be the relationship between academia and the “orthodontic marketplace”? How big should our classes be? How should

education be funded? The problems are as big as the list of solutions is short. Yet, solve these problems we must.

Dentistry and orthodontics have profited greatly from their association with institutions of higher learning. Indeed, university prestige is the gold that backs our diplomas. The business of universities, however, is knowledge. Our “clout” within a university depends on the extent to which we are willing to participate in this core mission. Unfortunately, the place of orthodontics in the academic firmament is often misunderstood. Indeed, short-term practice-management considerations (“busyness,” “orderly practice transition,” and the like) commonly prompt a call for draconian measures by “the schools.” For example, twenty years ago, I was besieged by demands that I “do the decent thing” and shut down my program or, failing that, reduce my class size and take more “foreigners” and out-of-state students. Today, these same, concerned, ageing, retirement-bound alumni now lobby for just the opposite. Surely it is evidence of a Divine sense of humor! Whatever the economic climate, such concerns commonly fall on deaf ears: as important as they may be to us, they are not seen as being relevant to the university’s mission.

Today, many among us are concerned about new approaches to specialty education and its funding. They look to “the schools” to do something. But what? We have an accreditation process that is designed to ensure the quality and integrity of our graduate programs. Some, however, ask whether more can be done. Probably not. Unless we suddenly are to become much more generous and altruistic, my guess is that, individually and collectively, we will have little influence on the way dental schools prosecute specialty education. In the absence of generous support from the alumni, money from other sources speaks a language that many deans find irresistible. (And why should they think differently? When the survival of a school is at stake, the concerns—economic and otherwise—of a small, usually silent specialty are easy to

ignore.) Take-home message: if we don’t come to the table with both the ways and the means, we will have little role in the evolution of 21<sup>st</sup> century orthodontic education.

Equally distressing is the fact that orthodontic research is like a patient on life support—there are a few vital signs, but the EEG is nearly flat. For example, long before we began to grow faces, craniofacial biology was the basic science of orthodontics. Now that “growth modification” apparently is taken as an accepted fact, few trouble even to consider that most venerable of orthodontic topics, “how the face grows.” Is “downward and forward” good enough? Can’t we do better? Accordingly, as the cry for “evidence-based dentistry” grows louder, it is perhaps appropriate to consider the evidentiary basis for much of what is done in contemporary practice. Better yet, we need to consider our attitude toward evidence, period! After all, the fact that a treatment is used does not mean that it is useful.

Finally, we need consider the role of the orthodontic establishment in 21<sup>st</sup> Century orthodontics. The American Board, The American Association, the AAO Foundation, and a variety of smaller organizations have recognized a need to pitch in. But what form is their contribution to take? Will a “practice transition” course or a little salary supplementation (a few thousand here, a few thousand there) make a difference or, instead, must they aim higher? Seed money for a tenure-track academic’s research program might be a worthy place to start. There are no orthodontic poster children, and, as a result, it is difficult for a junior faculty member in orthodontics to compete for research funding with a colleague in, say, periodontics. Given that research is a core university mission, when the time comes to go up for tenure, the periodontist will get promoted, whereas the orthodontist will go into practice. Make no mistake, preparing residents for full-time practice is our core mission; however, if *everyone* does it, our schools, and ultimately the specialty, will be in

CONTINUED ON PAGE 10...

## Council on Membership

JEFFREY GILMORE, D.D.S., M.S.

The AAO Council on Membership, Ethics and Judicial Concerns met in St. Louis on Saturday, January 18, 2003. The agenda was full but the meeting was run very efficiently and a great deal of Council business was addressed. Here is a summary of the issues discussed:

### SPECIAL INTEREST GROUPS

James Pearson, AAO Manager of Internet Services, presented information on how the technological capabilities of AAO systems would facilitate organizing and operating "list-serves" as a means of communication between AAO members and the AAO on special issues. Members who subscribe to the various "groups" on the "list-serves" will be able to communicate with each other on focused topics. Participants will be able to subscribe and unsubscribe at their discretion. The council recommended that the initial areas of special interest presented on the "list serves" be those issues that are generally assigned to AAO councils.

### APPLICATION FOR MEMBERSHIP

The Council on Membership created a substitute resolution bylaws amendment that will be presented to the 2003 House of Delegates that pertains to the initial application for AAO membership. This specifically applies to those potential members living in one constituency and having their principle practice in another. The council's desire is to provide freedom of choice to those individuals by permitting them to apply for membership to the constituency most appealing to them (based upon principle practice location or residence). This is a proactive approach to facilitate membership growth and satisfaction.

### INTERNATIONAL MEMBERSHIP

In an attempt to promote AAO International membership, the Council approved a motion to recommend to the

AAO Annual Session Planning Committee that "the annual session registration fee for WFO fellows who are not AAO members exceed the amount AAO International members pay with their annual dues and AAO meeting registration". The Council on Membership believes the registration fee difference may serve as an incentive for WFO fellows to become AAO international members. The Council also reaffirmed its previous action recommending that the AAO logo not be made available to international members at this time.

### CURRENCY FLUCTUATIONS

With great sensitivity to our Canadian members, the Council addressed currency fluctuations affecting AAO membership dues. The Council on Membership unanimously supported a resolution that would amend the AAO bylaws by establishing a Canadian currency exchange rate to US dollars for dues payment annually based upon rates published January 1<sup>st</sup>. This resolution will be presented to the 2003 AAO House of Delegates.

### PRESENTATIONS TO ORTHODONTIC PROGRAMS

The Council on Membership has been charged with the responsibility of implementing the AAO New Member Visitation Program to all graduate orthodontic programs in the United States and Canada. Our trustee (and soon to be AAO President Elect) Terry Pracht has helped create an excellent power point presentation combined with a comprehensive member services manual that is presented to first year orthodontic residents by a trained AAO member. This program introduces the residents to the AAO and discusses the value of membership highlighting the many programs and services that benefit its members.

One problem AAO presenters have had in the past is gaining access to all orthodontic programs. Some department schedules could not always accommodate the time needed for this presentation. Some of the constituents solved this access problem by inviting the first year residents to dinner. This early evening format has yielded excellent participation. We may pursue something similar in the GLAO visitations.

### PORTABILITY OF LICENSE

A resolution was narrowly defeated at the most recent ADA House of Delegates that would have given endorsement to national licensure by credential without regard to the accreditation status of the school from which the applicant for licensure graduated. The council on Membership recommended that the AAO continue to strongly support requirements for dental and specialty licensure that include successful completion of the full curriculum of an American Dental Association/Canadian Dental Association accredited program.

### TECHNIQUE LISTING IN AAO DIRECTORY OF MEMBERS

The Council considered the listing of proprietary names of products as technique listings in the Directory and agreed that such listings are not appropriate at this time.

### DEMOGRAPHIC TRENDS

The Council reviewed previous research studies and considered whether additional surveys would be appropriate at this time. By consensus, the Council agreed that while recent economic and other factors may cause some members to delay retirement plans, there continues to be a high probability of a significant decrease in the number of active members within the next ten years.

## Council on Communications

ROBERT F. GOOD, II, D.M.D., M.D.S.

The COC met on December 6 and 7, 2002 in St. Louis and this was my second meeting. New members to COC are: Dr. Kevin Horner, representative of the MSO and Dr. Peter Paulos, representative of the RMSO. Also introduced at the meeting was Linda Gladden, new AAO Director of Communications and Marketing and Staff Liaison to the COC. Lisa Troehler has joined the AAO Communications and Marketing Department. Lisa is a graphic designer and is assuming many of the design projects previously sent to outside vendors. Centralization and coordination of creation and production of materials should control costs and provide continuity. I like to recognize and thank the staff and other members of the COC for their hard work and diligence. The following is a summary of activities:

### PAST SUCCESS/ FUTURE DIRECTIONS

The Council reviewed past research among AAO members, consumers, dentists and hygienists, and reviewed materials based on test research that were produced to communicate with those audiences. The history of the COC was discussed, and the trend of recent years was to provide AAO members with "do it yourself" materials rather than promoting the specialty as a whole through vehicles such as paid advertising. The Council desires to survey the AAO Research Family to learn members' wants, needs and interests regarding possible paid advertising in the future. Associate Executive Director Chris Vranas presented research that showed different segments of the membership have different needs, based upon where they are in the life cycle of their respective practices. The Council examined its duties and responsibilities as outlined in the AAO Bylaws and the AAO Strategic Plan through discussion facilitated by Mr. Vranas. The Council identified the audiences with which it is charged to communicate. Those audiences are:

- Consumers (particularly 25-49)
- Dentists, dental hygienists and other health care professionals (i.e., pediatricians)
- AAO members

After key goals/objectives for each audience were identified, message points and tactics to explore were also established.

### FEBRUARY IS NATIONAL CHILDREN'S DENTAL HEALTH MONTH

In support of the NCDHM, the AAO released a video news release and a print news release in February. The releases are intended to educate the public about what orthodontists are by summarizing their educational requirements. The releases also explain the AAO's recommendation that all children get an orthodontic check-up no later than age seven. A syndicated newspaper column based on the print news release will be distributed in early March by North American Precise Syndicate (NAPS). The AAO is developing a radio news release with the "what is an orthodontic" / Age 7 message. It will be released mid to late March.

### APRIL IS NATIONAL FACIAL PROTECTION MONTH

The AAO will again co-sponsor April is NFPM with the American Association of Oral Maxillofacial Surgeons and the American Academy of Pediatric Dentistry. AAO Communications and Marketing Dept. staff are working with their counterparts at AAOMS and AAPD to develop new press kit materials. Press kits will be sent to print and electronic media in late March and early April. The AAO will post the new kit contents on the member and public Web sites, [www.AAO.org](http://www.AAO.org) and [www.braces.org](http://www.braces.org), respectively. Members will be reminded about AAO's sponsorship via an insert and article in the March issue of *The Bulletin*. The AAO developed an award-winning

poster in support of NFPM. Hard copies may be purchased through the AAO Order Dept. (800.424.2841, ext. 218 or ext. 222) for \$5 each. Or it may be downloaded from the member Web site in three sizes – 8 ½" x 11" x 17" and 22" x 34". The posters are in the Practice Management and Development section under "Special Events". Members are encouraged to join with orthodontic colleagues and members of AAOMS and AAPD to make presentations to parent and sports groups to inform them of the importance of consistent use of mouth guards and other forms of facial protection.

### 2003 NOHM POSTER

The Council chose artwork for the 2003 NOHM poster. The tag line is: "Remember, all children should get an orthodontic check-up no later than age 7."

### THE S.W.A.T. TEAM

The AAO presentation on tooth brushing, oral hygiene and patient cooperation during orthodontic treatment, *The S.W.A.T. Team* (S.W.A.T. stands for Straight, White, Attractive Teeth) is being modified, per the AAO's agreement with Philips Oral Healthcare.\* The new version shows a patient brushing with a Sonicare Elite. In addition, mention of gum has been removed. The new version directs patients to ask their orthodontists about snacks or foods that might damage their braces.

### BROCHURES

The English and Spanish versions of the AAO brochure, "The Importance of Clean Teeth," is being updated per AAO's agreement with Phillips Oral Healthcare (Sonicare). Also, a brochure on interproximal reduction is scheduled to be ready for the 2003 Annual Session.

### ORTHODONTIC DIALOGUE

The online issues of Orthodontic

CONTINUED ON PAGE 13...

## Council on Insurance

JERRY HICKMAN, D.D.S.

The AAO Council on Insurance met in St. Louis on January 25, 2003. Attending the meeting were four insurance company representatives, council members and our Council Trustee Liaison, Dr. William Gaylord. As your GLAO representative, I can report to you that the status of the insurance plans endorsed by the AAO on a national basis are financially sound and continue their growth.

The AAO life and disability plans continue to grow and participation in the medical plan has remained stable. The number of GLAO members participating in the AAO life, disability and health plans are at 48% compared with the AAO's overall participation level of 50% for all members in the U.S. and Canada. Currently AAO Services, Inc. is in the process of evaluating the possibility of other state dental associations joining the AAO plans to further strengthen the plans by increasing participation.

New York Life has presented a proposal for a new 10-Year Level Term Life plan to the COI which is under review. JTL will provide additional information to the COI in the months to come regarding several outstanding issues before the COI can decide on a recommendation to the AAO Board of Trustees. The COI's goal would be to provide a product that would fill the need for our membership and be very competitive with the ADA life product.

Rates for the medical coverage nationally continue to be an issue for discussion, and the AAO plan is not excluded. The Council on Insurance recommended to the AAO Board of Trustees a rate increase of 14% for the Traditional plans, excluding the MSA

plans and a 7% increase for the PPO and MSA plans. New York Life reported that the trend factor for medical care continues to increase annually at a rate in excess of 15% which is what is being reported nationally. The rate increases reflect the inflation rate of health care and also the difference in loss ratio between the Traditional plans and the PPO/MSA plans. With the larger rate increase at this time, the COI is in hopes that any additional recommendation for rate increases this year would be minimal.

Significant discussion continues on the subject of group health insurance plans for employees of members. Due to a combination of state and federal regulations and restrictions, as well as a limited number of companies available to provide coverage on a national basis, our options are limited at best. The Council of Insurance will continue to study options available in developing an employee plan. President Bush, in his State of the Union Address, recently indicated that he wanted to create a national association of health plans known as AHPs that allow small businesses to buy into health insurance plans anywhere in the country as a method of providing group coverage and lowering health insurance costs. Blair/McGill indicated in a report recently that the percentage of dentists paying the full amount of staff coverage costs continues to decline which is what is being seen in most corporations nationally. A new model being talked about at this time is a Consumer Driven Health (CDH) insurance plan, which puts the responsibility for excess usage back on the employee. The IRS has recently issued guidelines to enable employers to develop Health Reimbursement Accounts (HRAs)

which would be similar to a cafeteria Section 125 or a direct reimbursement plan.

The AAO Professional Liability plan now has over 3300 members insured, representing just under 50% of the eligible orthodontists in the United States. In the last 12 months, new business increased by a record 10.7% with over 60% of new graduates entering the plan at the time of graduation. Nationally, medical malpractice rates continue to increase significantly and dentistry is not excluded. The AAO Professional Liability plan continues to maintain a low claim/loss ratio, and the severity of the claims remain relatively low due to the credit of the orthodontic specialist. The AAO endorsed plan is very competitive rate throughout the country whether you lease space or own the building where you practice. The BOP plan not only covers the member's office for physical damage to the premises, but also includes general liability, workman's compensation coverage, vandalism and business interruption coverage. A new product which is still under review, and may be introduced this fall, is Employer Practice Liability Insurance plan, which basically protects employers and employees for risks such as wrongful termination, sexual harassment and discrimination. This has been approved by the AAO Board of Trustees, but continues to be under review by the Council of Insurance.

For questions, feel free to contact me by e-mail at [jhickman@iupui.edu](mailto:jhickman@iupui.edu) or by mail at 8001 Shelby Street; Indianapolis, Indiana, 46227; by fax at 317-888-0083 or by phone at 317-888-7807.

## Council on Governmental Affairs

JOHN F. BUZZATTO, D.M.D, M.D.S.

The 2002-midterm elections have given Republicans control of all branches of government, the Senate, House and Presidency. Therefore, action would be expected on a number of issues favored by Republicans but blocked by Democrats in the last Congress. However, Senate rules dictate that debate can only be ended with cloture or 60 votes. Since Republicans hold only 51 seats, Democratic support will be required or a filibuster will block any legislation in the Senate. Another significant development was the unexpected election of Senator Bill Frist (R-TN) as Senate Majority Leader replacing Senator Trent Lott (R-MS). Senator Frist is a practicing physician and heart surgeon who holds strong views on how health care programs should be managed. He should play a major role in shaping health policy for the next few years. The AAO enjoys an excellent relationship with the Senator which was forged when he first entered the Senate in 1994, additionally, he spoke at the 2001 AAO Governmental Affairs Conference in Washington DC.

Following is a synopsis of issues that the AAO has been following and many may likely be reintroduced in this the 108<sup>th</sup> Congress.

**Patient Protection:** This is not expected to be a high priority issue in this Congress. If patient protection legislation is introduced, Senator Frist, as mentioned previously will play a major role in shaping the bill. Representative Charlie Norwood (R-GA) will likely introduce a patient

protection bill very similar to what the House passed last year.

**Ergonomics:** It is almost a certainty that there will not be any changes to the current rules.

**Medical Saving Accounts:** The expansion of MSA's is likely to be seen coming out of the House. Senate Democrats have continually resisted their expansion.

**Association Health Plans:** This allows small businesses and associations (AAO) to band together to offer health plans. The President and members of Congress have mentioned this several times as a way to help businesses afford offering health insurance to their employees. This legislation has a strong possibility of being included in a stimulus package.

**Medical Malpractice Reform:** The President and the Republican Congressional leadership have made legislation for a cap on punitive damages for medical negligence a high priority. Skyrocketing malpractice premiums is driving this legislation.

**Small Business Tax Relief:** The President's proposed stimulus package includes a provision which would permit small business to write off up to \$75,000 of new equipment purchases per year from the existing \$25,000. He also proposed accelerating the tax cuts scheduled to take effect in 2004 and 2006 under the current law retroactive to January 1, 2003. Effectively reducing the top rate to 35% for individuals.

### **Permanent Estate Tax Repeal:**

Currently the estate tax is being reduced each year until it will be totally phased out in 2010. Then in 2011, it will revert back to the current limits. There will be strong attempts to make the total phase permanent.

**HIPAA Privacy Rules:** Privacy rules are required no later than April 14, 2003, unless an extension was filed, for any entity, orthodontists included, which transmits patient information electronically. The AAO has published a guide to the rules and necessary paperwork which is available on the AAO website. The ADA and third parties have been offering courses and privacy kits for a fee yet everything is available to us as a member benefit online.

The Council on Governmental Affairs met February 2-4, 2003 in Washington, DC. During that time the Council met with Rep. Nancy Johnson (R-CT), chairwomen, Health Subcommittee of Way and Means, Rep. Bill Thomas (R-CA), chairman, Ways and Means, Sen. Harry Reid (D-NV), Assistant Minority Leader, and Sen. Jon Kyl (R-AZ), Policy Committee Chairman. Issues discussed included expansion of Medical Saving Accounts, Association Health Plans and the immediate expensing of business equipment. Each legislator also spoke the Council about their views on issues before Congress, including the war on terror and the President's economic stimulus package.

## The Tunnel at the End of the Light: Orthodontics at the Dawn of the 21<sup>st</sup> Century

...CONTINUED FROM PAGE 6

big trouble. Association activities affect our schools in many other ways. Do we need to re-think the role of Board certification? Do we need a different process? Do we need to encourage our teachers to become more involved in orthodontic "politics"? In other words, we need to decide how organized orthodontics can contribute best to the

specialty's evolution and growth in its second century of existence. From my perspective, its impact on the schools and their orthodontic programs would be a good place to start.

Questions are easy; answers are hard. Fortunately, we are a specialty composed of Dentistry's best, brightest,

and richest. We really do have both the ways and the means to affect the course of our specialty's evolution. Thus, we are faced with a simple choice – we can either be part of a growing problem or leaders in achieving an effective solution. I wish I could be more optimistic.

## Council on Information Technology

JOSEPH JANOWSKI, D.D.S., M.S.

### AAO WEBSITE

As you are aware, things change very quickly in the field of technology and the AAO is striving to keep up with these changes. The AAO members' website is constantly changing to make viewing new information as easy as ever. Soon the website will provide an online store for ordering AAO materials and the membership directory will let members update their contact information instantaneously. Also, a new library database program is being installed which should allow easier access to information in the AAO library.

### FREE E-MAIL SYSTEM

Since its launch in May 2002, the AAO reports that there are over 350 members using the freE.Mail service. Several new additions to the program have also been announced which include:

- increased personal storage limit from 10 MB to 20 MB per member
- installation of a Secure Socket Layer (SSL) to ensure encrypted security
- redesign of the freE.mail home page
- additional client configuration information, including support for Yahoo! mail
- working on adding excessive usage notifications to alert AAO staff of members who have heavier than normal sending activity
- a letter from the AAO president in each new user's mailbox upon first mail check.

### DISCUSSION BOARDS

Soon a new discussion board system will be up and running which should

allow members to communicate with the boards directly or via email. These open boards will allow for easier communication between members and can be used to discuss a variety of topics.

### PRACTICE MANAGEMENT SURVEY

I strongly encourage anyone who uses a computer in their office to participate in the AAO's upcoming practice management survey. Topics covered on the survey include: overall satisfaction with the product, customer support issues, upgrades, functionality and request for future capabilities. Filling out this survey will help all members who currently own computer systems and the results will be extremely beneficial to those who are contemplating the purchase of a new system. Since the results of this survey will be published, this should also allow the practice management companies a chance to review the results and make improvements.

## Council on Orthodontic Practice

MARY BARKLEY, D.D.S.

The Council on Orthodontic Practice recently hosted a very successful continuing education course for AAO members. *The Orthodontist as CEO*, an AAO-sponsored continuing education course organized by COOP, was presented this past February 7 - 9. The course was enrolled to capacity, and the early reviews from participants were very positive. The event should show a significant profit. COOP will evaluate adding this course to the rotation of AAO-sponsored continuing education courses.

The AAO medical and dental history forms for adults and children are currently being updated. The new forms will cover many more issues on general health, dental experience, and personal information in general. The new forms should be available in two to three months.

Staff acquisition and retention is a concern for many AAO members. To address this concern, COOP will evaluate sponsorship or development of a formal training program for orthodontic auxiliaries. Another approach to the issue of staff retention is the Train the Trainer course, which teaches present staff how to train new staff. This program has been rated very highly by past participants. It will be offered again at the 2004 Annual Session as a ticketed program. The AAO Web site also currently carries a recently updated syllabus of training materials available for orthodontic auxiliaries.

COOP plans to evaluate production of several new pamphlets on the following topics: the implications of smoking during orthodontic treatment, the implications of dental trauma to orthodontic treatment, and recommendations for orthodontic

patients who are at high risk for decay. Also underway is a massive revision of the Orthodontic Office Design Manual. It's anticipated that the new edition will be made available on the Web site, rather than as hard copy, to permit frequent updating and links to related journal articles and to manufacturers' sites.

All AAO members are reminded that the AAO Web site has many continuing education courses available both on-line and as CD-ROMs. Continuing education credits are available for both orthodontists and staff.

**Mission Statement:** *The Council on Orthodontic Practice serves AAO members by providing vision, guidance and education to enhance their practices so that they may focus on what they do best...deliver the highest possible quality orthodontic care to their patients.*

## Council on Orthodontic Health Care

SCOTT A. JAMIESON, D.D.S., M.S.

The Council on Orthodontic Health Care last met in Chicago on August 3, 2002. A conference call was to be held in the second week of January, 2003, but due to the conflicting schedules of the members of the Council, a conference call could not be arranged. It was decided to conduct our business via e-mail through the AAO with returned reply from each member. The next meeting is scheduled for August 2 & 3, 2003 at the AAO building in St. Louis, Missouri.

### NOMINATION OF CHAIRPERSON

Each member of the Council submitted names for nomination via telephone to the AAO. The names were placed upon a ballot and the individual member's vote was to be returned to Dr. Joondeph, Trustee Liaison, via e-mail. The names placed on the ballot were Scott Jamieson and Dean Jensen. The vote was to be presented to the AAO Board of Trustees at their February meeting for final approval.

### LEADERSHIP CONFERENCE

Scott Jamieson, Council member from

GLAO and chairperson and Dean Jensen, Council member from the SWSO, attended the AAO Leadership Conference as representatives of the COHC. The Conference was held in St. Louis, Missouri, January 10 & 11, 2003. Areas of discussion were: Leadership studies from national, regional and local organizations, Governance areas, AAO Board of Trustees, AAO House of Delegates, AAO Councils and AAO Committees. All of these areas of discussion were incorporated to arrive at working draft of possible future changes and their impact upon the AAO. The recommendations from these discussions were to be sent to the AAO Board of Trustees as an "exploratory document" for their consideration and possible action.

### DIRECT REIMBURSEMENT

A report from Charles Brightwell, Director DBAS, was given to the AAO Board of Trustees Taskforce on Direct Reimbursement. This report showed a very positive enrollment of large employers and projects a positive profit/loss ahead of the original DRUSA

projections. The largest group of employees came from an employer that enrolled effective January 1, 2003. The number of employees in this one group which was entered in the AAOTPA system 22,992. There were additional employee numbers added to this number from other employer groups. This report was discussed by the AAO Board of Trustees Taskforce on DR via conference call on January 6, 2003. The Taskforce is recommending that the AAO Board of Trustees dissolve the Taskforce and that the responsibilities regarding DR and DRUSA be reassigned to the COHC and AAO Services, Inc. as appropriate. Also, that a section on the progress of DRUSA and the Board of Trustees' oversight through the Taskforce should be part of the Board report to the 2003 House of Delegates. The "Strategic Plan Reference" regarding DR and DRUSA is specific to membership in that the AAO provide high quality services and products to its members and demonstrate the value of these services to the membership for their dues dollars and assessments.

## Council on Orthodontic Education

KATHERINE VIG, D.D.S., M.S.

### DENTAL SPECIALTIES

All issues and assignments of the Dental Specialty Working Group have been moved to the Task Force on Recruitment and Retention which is to be headed by Dr. Henry Fields.

### TASK FORCE ON RECRUITMENT AND RETENTION

Dr. Gjerset, AAO President, has assigned Dr. Katherine Vig as Council on Orthodontic Education liaison to the Task Force on Recruitment and Retention.

### LEADERSHIP CONFERENCE

Future Leadership Conferences will

include a session specifically for the presidents-elect of the constituencies and component organizations.

### CODA (COMMISSION OF DENTAL ACCREDITATION)

A Commission on Dental Accreditation Advisory Committee was formed.

### 2003 COE LUNCHEON (IN CONJUNCTION WITH ADEA ANNUAL SESSION)

Council on Orthodontic Education is sponsoring a luncheon for Orthodontic Program Deans and Chairs on Monday, March 10, 2003, in San Antonio, Texas, for a discussion of Orthodontic faculty recruitment and retention programs.

### 2003 ORTHODONTIC EDUCATORS CONFERENCE

Orthodontic Program Chairs will be invited to the 2003 Educators Conference on Friday, May 2, 2003, in Hawaii. A special committee of the Council on Orthodontic Education has slated Dr. Harold Slavkin as the feature presenter to speak on the issues and directions of craniofacial research.

### COUNCIL ON ORTHODONTIC EDUCATOR SUB-COMMITTEES

Six sub-committees have been developed to focus on special issues and responsibilities of the Council.

CONTINUED ON PAGE 13...

## Council on Scientific Affairs

RICHARD KULBERSH, D.D.S., M.S.

The council on Scientific Affairs met on January 12, 2003, in St. Louis, Missouri. The meeting was chaired by Dr.

Ravindra Nanda, with Dr. James Gjerset serving as trustee liaison and Mr. John Terranova, staff liaison. Additional constituency representatives were Jerry English, Sunil Kapila, Richard Kulbersh, Larry Oesterle, Thomas Southard, Orhan Tuncay, and Steven Lindauer. Twenty-one entries were received for research award consideration. Six research prizes were awarded: the Milo Hellman, the Harry Sicher First Research Award, and four Awards of Special Merit. A listing of the six awards and recipients follows: **1) 2003 Milo Hellman Research Award Recipient**, Dr. Sunil Wadhwa, University of Connecticut, Farmington, Connecticut, for his paper "Fluid Shear Stress Induction of Cox-2 Expression in Osteoblastic Cells"; **2) 2003 Harry Sicher First Research Essay Award Recipient**, Dr. M. Bina Park, University of Michigan, Ann Arbor, Michigan, for his paper "Profile of Gene Expression in Rat Mandibular Distraction Osteogenesis"; **3) 2003 Thomas M. Graber Award of Special Merit Recipient**, Dr. Brad A. Chvatal, Baylor, Dallas, Texas, for his paper "Development and Testing of Multilevel Models for Longitudinal Craniofacial Growth Prediction"; **4) 2003 Thomas M. Graber Award of Special Merit Recipient**, Dr. Rodrigo Oyonarte, University of Toronto, Toronto, Ontario, Canada, for his paper "Peri-Implant Bone Response to Continuous Horizontal Loading: A Comparison Between Porous-Surfaced and Threaded Osseointegrated Implants Used as Orthodontic Anchorage Units"; **5) 2003 Thomas M. Graber Award of Special Merit Recipient**, Dr. Cameron R. Wheeler, University of California-San Francisco, San Francisco, California, for his paper "Surface Modification of Enamel Using 355-nm Laser Irradiation"; and **6) 2003 Thomas M. Graber Award of Special Merit Recipient**, Dr. Michael J. Bicknell, University of Illinois-Chicago, Chicago, Illinois, for his paper "Altering the Surface Appearance of Titanium Metal Orthodontic

Brackets Through an Anodization Process."

Council then reviewed applications for Research Oral Abstracts (105 applications – 34 selected), Scientific Posterboard Presentations (186 applications – 132 selected, 45 rejected, 9 offered table clinic options), and Table Clinic Presentations (89 applications – 52 selected) for the Hawaii meeting. In addition the Council voted for the following five motions to be presented to the Board of Trustees.

1. That the AAO support the American Dental Association position on Fluoridation of Water Supplies.
2. That the Annual Session Operations Manual be amended to increase the maximum travel expense reimbursement for AAO research award recipients as follows:  
Milo Hellman Award – \$1,000  
**\$1,200**  
Harry Sicher Award – \$1,000  
**\$1,200**  
Thomas M. Graber Award of Special Merit – \$500  
**\$750**
3. That Dr. Charles Burstone be nominated by AAO for the ADA Gold Medal Award of Excellence in Dental Research.
4. That the Board of Trustees request that the AAO Foundation provide voting representation on its PARC for at least one member of the AAO Council on Scientific Affairs.
5. That the Annual Session Planning Committee consider including a regular 90-minute to two-hour research section at future Annual Sessions, and that the Council on Scientific Affairs have the responsibility to organize the program in coordination with the program chair.

The next COSA meeting is scheduled for January 11, 2004. I look forward to representing the GLAO constituency at that time.

## Orthodontic Education

...CONTINUED FROM PAGE 12

1. 2003 ADA Annual Meeting – Full-Day Orthodontic Program
2. 2003 AAO Department Leaders Conference
3. Placement of Visiting Faculty in Orthodontic Graduate Programs
4. ABO Phase 2 Exam
5. Implementation of Education Action Plan (web enhancements)
6. GME Funding Program

## Communications

...CONTINUED FROM PAGE 8

Dialogue are to be produced for publication on the AAO public web site. The topics will be interproximal reduction and facial esthetics. These issues are to be available for individual download, distribution, and review by the AAO membership, general dentists dental hygienists, and the general public.

## HOMETOWN RADIO INTERVIEWS AT ANNUAL SESSION

At the 2002 Annual Session 45, "hometown" radio interviews were conducted among component presidents or their designated substitutes with the purpose to generate coverage in conjunction with the annual session. The COC was in favor of a motion that supported funding \$5000 plus expenses to again conduct these interviews at the 2003 Annual Session.

## AAO MATERIAL WIN NATIONAL RECOGNITION

The Association Trends 2002 Publications recognized AAO entries. "Your Smile" – the PowerPoint presentation for consumer audiences took first place in the educational CD-ROM category. The presentation is also available as a traditional slide show. (This is the second year in a row that AAO has received top honors in this category. AAO won the 2001 competition with the CD-ROM version

CONTINUED ON PAGE 15...

## You Really Should Read This

DAVID HAAS, D.D.S., M.S.



The above is not so much a reflection of the erudite quality of this message as it is about its importance. It is high time that each and every member of organized orthodontics understands what is going on about them, in general, and most specifically with regard to orthodontic education and the future of the specialty as we know it. The old 80:20 rule cannot continue if we are to remain the vibrant specialty that we have been proud to practice in the past.

For some time, the AAO Foundation, and this person in particular, have attempted to sound the warnings that orthodontic education is in a crisis climate. It is highly likely that the majority of us have felt this was a marketing tool of the Foundation to garner pledges. That I cannot deny. But I would also state that it is all true, and there is now concrete evidence of the crisis as well as the changes that are coming our way.

I reported at the GLAO meeting in Florida this last November to the membership that a program was starting at the University of Jacksonville, barely ten miles from where we were gathered at the time, that was going to train approximately 20 residents each year for a proprietary business concern named Orthodontic Education Centers. This was all as a result of an interview that I read in the Southern Association of Orthodontists Journal wherein the editor interviewed Gaspar Lazzara, the founder

of this company as well as the founder in the past of Orthodontic Centers of America

Dr. Lazzara has long recognized the crisis in orthodontic education. At a speech in Dallas at the AAO annual meeting in May 1998, I heard him state that if the orthodontic community did not do something about the crisis in numbers of residents being turned down out every year, then his organization would. Obviously, he is a man of his word and is now doing something about it and is willing to put up his resources toward that end.

The monies involved at the University of Jacksonville are reported to be about \$3.5 million for the purpose of supporting a school of nursing and an orthodontic department. If you read your ADA News, the February 3<sup>rd</sup> issue contained an announcement that the University of Colorado Dental School is the recipient of a \$90 million grant from Dr. Lazzara's Foundation to be parceled out over an approximate 30 years time. The purpose is to build a new dental school as well as to start an orthodontic department, which the school presently does not have.

Parenthetically I might add that the AAO Foundation received a request last year to fund that orthodontic department to provide start-up seed money of \$100,000. Unfortunately, with the severe cutbacks that we have had to make due to stock market performances, we were unable to honor that request just as we honored very few requests last year. I doubt the \$100,000 would have any bearing on the circumstances of the present situation.

I understand that the program is slated to turn out 16-20 residents per year, four of which would not be included in the scholarship program. The scholarship program of course would be underwritten by Orthodontic Education Centers. Full tuition would be paid, as well as a stipend, with the promise in return of a seven-year obligation of the resident to Orthodontic Education Centers.

I am certainly not smart enough to figure out all the implications of this effort, but I

can probably guess at a few of them. The educators that will be brought on board will likely receive remuneration commensurate with their value, and that certainly is not true in most orthodontic educational situations throughout the country. We might be hearing a large sucking noise in the future as terrific educators in our present institutions are drawn to these new proprietary schools. And who could blame them.

The shortage, which we term severe at this point, might become critical or worse in a very short time. What might be the quality of these scholarship students? Well first of all, the Jacksonville Program has applied for accreditation through the American Dental Association and received initial preliminary approval. That is a long way from full accreditation, but at least they have made a start in that direction. OEC states that the institution will have the final say on the scholarship student's entry into the program. They apparently will be taken from a list of people that have signed contracts with OEC. I assume one of the questions would be if someone is rejected, can pressure be put on the institution to accept them? How is this going to affect the level of the people going into orthodontics which, I think, most people would acknowledge that in the past has been the cream of the crop?

Lastly, how is it going to affect your private practice? We all know there is a shortage of orthodontists to take over practices. I was intelligent beyond my capabilities when my daughter decided to go into orthodontics and help me out in that regard. Who is going to take over your practice? It may be that you might be lucky enough to pluck one of the several graduates available each year, but most of you know how difficult it is to attract people away from the East, South, and West coasts. As this proprietary enterprise, and others that may copy it, control more and more of the market, you might be very much affected by the situation. I would suggest that you obtain a copy of the interview of Dr. Lazzara in the Southern Association of Orthodontists Bulletin from the fall 2002

CONTINUED ON PAGE 15...

## Council on New and Younger Members

RONALD L. MILLER, D.D.S., M.S.D.

The New and Younger Members Advisory Committee recently convened in St. Louis following the AAO Leadership Conference. This was our first face-to-face meeting in 2 years. There were three main topics of discussion during our meeting. They include:

1. Finalizing plans for the upcoming NYMAC Learn and Lunch session to be held in Hawaii at the annual meeting and to begin the planning process for a similar session in Orlando in 2004.
2. Reviewing the results of our recent online survey which focused on obtaining opinions and ideas about the usefulness of our committee and the materials/information it produces. Although the response numbers

were small, the opinions we obtained were very positive.

3. Evaluating the long-term role of NYMAC within the AAO and its potential future as an official council of the AAO. There is strong support among the current committee members for this to be presented at the House of Delegates in Hawaii.

My term on this committee will be ending following the AAO meeting in Hawaii. Dr. T.J. Robinson of Findlay, Ohio will be the new GLAO representative to NYMAC. It has been an honor serving on this committee and I look forward to seeing the fruits of our labor in making the AAO the best it can possibly be for New and Younger Members.

## Communications

...CONTINUED FROM PAGE 13

of *The S.W.A.T. Team*.) The April is National Facial Protection Month poster runner-up in the promotional poster category. The electronic version of the National Orthodontic Health Month press kit was runner-up in the press/media kit category. The Bulletin received an honorable mention in the monthly tabloid category. The electronic version of the National Orthodontic Health press kit was runner-up in the press/media kit category. The Bulletin received an honorable mention in the monthly tabloid category.

The next meeting of the COC will be on July 25 and 26, 2003. Should you have any suggestions, comments or questions, please call me (home: 724/225-0212).

\* Please refer to Dr. James Gjerset, President of the AAO, 02-03 letter to AAO Membership

## AAO Foundation Report

...CONTINUED FROM PAGE 14

in order to have an idea what monies may be involved in procuring a new graduate.

So what do we do about this? As I have written in the past in this column, the way to "beat" them is by doing a better job than they do. And by that, I mean we just really need to jump-start this Foundation beyond the great successes it has enjoyed so far. We need to see that all of our institutions have well-funded educational programs, educators, and research endeavors. Is it likely going to cost more than the several hundred thousand dollars the Foundation has been able to expend in past years, though not recently? Obviously it is.

We are extremely thrilled that we have \$20.6 million in pledges and have collected nearly \$14 million in actual funds. We have distributed near \$4 million in awards and, of course, we have supported a vigorous campaign to procure additional pledges. We are in extreme doldrums at the present time due

to the performance of our fund after three straight years in the market, and the start of a nearly unprecedented fourth year, without great prospects for turnaround.

I thought the \$2,500 pledge I made in 1991 was going to put us in great shape and get the monkey off my back forever. Well it ain't that easy. I think all of us should count on making that sort of pledge every single year, and soon, it is pretty easy to make the \$25,000 pledge to Regent level. That \$25,000 is going to pale in comparison to the figures that OEC presented in the interview article mentioned. It is not 50 percent of what it is going to cost you to buy into such a program, and it is not even five percent. It's like the oil filter commercial, "You can pay me now, or you can pay me later."

One other thing I would like you to very seriously consider, and there is not one of us in the GLAO that cannot afford to do this. We need to think about what our legacy is going to be. All of us can afford

to leave some part of tremendous wealth that we build up because of our practices to the Foundation and the purposes that it is working towards. I would like to ask you to think about your estate planning and to make a commitment toward leaving some part of that estate to the Foundation. The Foundation does not ask that you sign any sort of agreement or even let us know the specifics of the commitment. We would just like to know that you are going it and, if you would not mind, we would like to have you join the Keystone Society which is the arm of the Foundation that encompasses those who have already committee pledges from their estate.

Please contact Robert Hazel at the AAO (800-424-2841) or myself to find how easy it is to make a pledge to the Foundation or to commit resources from your estate. Figure on at least ten years for such monies to cause a significant turnaround in the situation. If you don't commit now, you will likely be disappointed at the time **you finally recognize the problem.**

## 2002 – 2003 BOARD OF DIRECTORS

Dr. R. Don James.....President & SWSO ...  
Director  
Dr. Thomas J. Cangialosi ..... President Elect  
& NESO Director  
Dr. Michael L. Riolo .....Secretary/Treasurer  
& GLAO Director  
Dr. Stephen E. Owens ..... RMSO Director  
Dr. Vance J. Dykhouse ..... MWSO Director  
Dr. Allen H. Moffitt ..... SAO Director  
Dr. John E. Grubb ..... PCSO Director  
Dr. Peter M. Greco ..... MASO Director  
Dr. Joseph Damone..... Immediate  
Past President

## STATISTICS: (As of February 10, 2003)

Diplomates:	Candidates:		
Active	1966	Board Applicants	426
Retired	726	Board Eligible	2452
Total	2692	Total	2878

## 2003 PHASE III EXAM

The next Phase III clinical examination will be held February 21 – 25, 2003 in St. Louis. We have 78 candidates registered to take the full Phase III exam, 106 candidates are coming for the oral exam on the board case records only, and 25 will take the oral exam and present their Option II pretreatment records.

## PHASE III EXAMINERS:

In addition to our current directors, returning consultants will be Drs. Aubrey, Bills, Burstone, Casco, Dale, Kiser, Kokich, Pearson, Vaden, and Vaughan. Drs. Justus, Kanyusik, McDonald, and Ridgley will be joining us again to give board case oral examinations as well as assist with full examinations.

## 2003 AAO ANNUAL SEESION IN HAWAII:

Annual Session will be from May 3 – May 6, 2003, and the Board will stay at the AAO Headquarters Sheraton Waikiki in Honolulu. On May 2nd the Phase II exam will be held at the Sheraton Waikiki, Kauai-Molokai Ballrooms. The Phase II written exam in 2003 will be given in Hawaii and also at the St. Louis Airport Marriott on the same day. There are currently 119 candidates taking the exam in St. Louis and Dr. Diemer will oversee the St. Louis test with staff member Rhonda Legge. Additional ABO Diplomates will be asked to proctor the examination. To date there are 142 candidates scheduled to take the Phase II in Hawaii. This number will increase as we will accept registrations throughout February and March.

## ABO LIVING HISTORY PROJECT

The "ABO Living History Project" continues as current Directors plan to video-interview



MICHAEL L. RIOLO,  
D.D.S., M.S.

past ABO Directors Jack Dale, Richard Aubrey, Vincent Kokich and Joseph Damone at the 2003 Phase III. Videos will be kept for the benefit of reference by future generations.

## American Board of Orthodontics Update Report for the GLAO News

**Accessibility of certification:** Changes have been occurring at a Board level in an attempt to improve this area. The following is a brief outline of those directions.

## PATHWAYS TO BOARD CERTIFICATION

After Phase II (written examination) has been successfully completed, there are five possible pathways for completing the certification process.

**Pathway 1** - The Candidate has ten (10) years from the date of successfully completing the written examination to initially sit for the BCROE (Board Case Record Oral Exam or oral exam) and Option I CCRE (Candidate Case Report Exam or clinical exam).

**Pathway 2** - The candidate has ten (10) years from the date of successfully completing the written examination to initially sit for the BCROE and Option II CCRE.

**Pathway 3** - The candidate has three to five years from the date of completing the written examination to complete the BCROE. The candidate then has a choice of taking three different pathways that lead to certification.

**Pathway 3A** - At the time of the BCROE, the candidate can immediately initiate Option II

by presenting the pretreatment records of twelve (12) patients. If the candidate successfully starts the Option II process toward clinical exam completion at the time the oral exam is completed, the candidate is granted **provisional certification**. Provisional certification has a five-year time limit.

**Pathway 3B** - After completing the BCROE, the candidate can delay initiation of the Option II process for up to five (5) years. If the Option II process is successfully started within the five-year period, the candidate is granted **provisional certification**. Provisional certification has a five-year time limit.

**Pathway 3C** - The candidate has ten (10) years from the date of completing the BCROE to initially sit for the clinical phase.

**Recertification:** The purpose of recertification is to **evaluate clinical competence and as important as a self-assessment tool**. The Board this year invited 160 Diplomates to participate in recertification in 2003 by submitting one case from any of the categories 1-8 and diagnosing two cases from our Web site. In mid-August these volunteers received a calibration kit. They will also be asked to field test an alternate method of recertification by scoring ten consecutive cases immediately before or after the date of the final records for the case they are submitting for review. In early December they received a password to enter a secured area of the Internet to complete the Board Case Records Exam (BCRE).

## ORTHODONTIC RESIDENT CLINICAL OUTCOMES STUDY

The Orthodontic Resident Clinical Outcomes Study will be an evaluation of the efficacy of offering early certification to recent orthodontic graduates using cases treated in their residencies. The basic question is, "Can cases treated in graduate orthodontic programs meet ABO standards?"

We will include a cross section of schools based on the number of students and AAO constituency, with a program length of at least 30 months. For this Study we plan to waive the "Case Category" requirements, though we hope that the case selection of the school's clinical training program will generate cases of adequate difficulty from a broad cross section of clinical problem areas. The ABO also plans to use the Discrepancy Index that the Board has been testing to measure the degree of difficulty of each case.

**Technology** changes at the ABO level have been very aggressive during the past year.

- The central office has received a complete overhaul of its existing computer system
- The Phase II written examination has been revamped and placed within an

- updated PAR test system which vastly improves the grading and dissemination of the test results
- c. the BCRE has been placed on a secure Internet site. 19 cases are included within this Web site and a great deal of thanks goes to Dr. Vince Kokich for his tireless efforts in this regard
  - d. a new website will be completed and released for public viewing by the 2003 AAO meeting in Hawaii
  - e. Finally, MME Consulting was selected by the Board as our IT (information technology) consultant to establish and maintain a state-of-the-art technological presence within our Specialty. Mr. Steve McEvoy, the lead operating officer, has been instrumental in this technological process.

## The American Board of Orthodontics Launches Updated Web Site for Public and Diplomats

The American Board of Orthodontics (ABO) launched its updated Web site this month. Go to:  
[www.americanboardortho.com](http://www.americanboardortho.com).

Showcasing a new contemporary appearance, the ABO Web site features resources for the general public and current and future diplomates of the ABO. Smooth navigation throughout the site enables easy access to significant information regarding all phases of the certification process.

An enhanced search feature allows users to find ABO diplomates with greater ease? select the link "Find an ABO Diplomate Near You." This service now includes destination maps and driving directions and offers expanded information on the diplomates.

Resources for dental professionals include all the old favorites, plus a host of new features. Additional reference resources, search tools, online purchasing and online membership management are now available. The site will soon offer an online application process and online dues renewals.

The ABO is striving to make the certification process options more understandable and, therefore, achievable. If you have any questions about the certification process, contact the ABO at 314-432-6130 or send an e-mail to [info@americanboardortho.com](mailto:info@americanboardortho.com).

## GLAO Membership

MARCH 2003

Active .....	980
Academic .....	-
Affiliate .....	5
Associate .....	21
Academic/Foreign Trained .....	-
Honorary .....	2
Life .....	94
Retired .....	276
Total .....	1378

## In Memoriam

With deep regret and sadness, we note the passing of the following members:

Anthony Bouzahr  
 George P. Riester  
 Herman Rugani, Jr.  
 Robert Stump  
 Milton Superstine

## 2003 Retired Members

Paul L. Biddle ..... Maineville, OH  
 Thomas P. Cavanaugh ..... Bonita Springs, FL  
 Dante A. DeAngelo ..... Canfield, OH  
 David L. Drake ..... Tiffin, OH  
 Stephen F. Gallagher ..... Middletown, OH  
 Richard A. Greene ..... Stevensville, MI  
 James Kanter ..... Wyoming, OH  
 John Lindquist ..... Indianapolis, IN  
 Sanford Neuger ..... Beachwood, OH  
 Paul B. Risk ..... Muncie, IN

## 2003 New Members

John P. Bogue	Terilyn Veronica McHugh
Gregory Boss	Ana M. Mercado
Charles F. Broughton	Claudia Federspill Moric
Robert K. Cavanaugh	Kinnith R. Morris, Jr
Sudha N. Dusanapudi	Huy D. Nguyen
Richard E Gift	Steven R. Ouwinga
Curtis Harper	Linda C. Powers
Travis Harshman	Tina Reed
Rupali Kapur	Alison Reid
Myung Jean Kay	Anthony Rinaldi
Katherine Kelly	Mark Rosenthal
Bradley Fulton Kendzior	Michael Shunock
Anthony Laboe	Darryl V Smith
Fernando Martinez	Robert Wesley

# GLAO LEADERSHIP



## Directors

### INDIANA

**Dr. Ronald Miller**  
2000 East 116th Street, #201  
Carmel, IN 46032-3581

### MICHIGAN

**Dr. Robert Portenga**  
432 Munson Place  
Traverse City, MI 49686

### ONTARIO

**Dr. Richard Marcus**  
#202-4040 Finch Avenue, East  
Scarborough, ON M1S 4V5  
CANADA

### OHIO

**Dr. Donald Hayes**  
485 West Main Street  
Wilmington, OH 45177

### WESTERN PENNSYLVANIA

**Dr. Robert Good**  
1111 Washington Street  
Washington, PA 15301



### MAILING ADDRESS:

GLAO  
17 South High Street, Suite 200  
Columbus, Ohio 43215

## AAO Council Representatives

Council on Communications .....	Dr. Robert Good
Council on Government Affairs .....	Dr. John Buzzatto
Council on Information Technology .....	Dr. Joseph Janowski
Council on Insurance .....	Dr. Jerry Hickman
Council on Membership, Ethics, and Judicial Concerns .....	Dr. Jeffrey Gilmore
Council on Orthodontic Education .....	Dr. Katherine Dryland Vig
Council on Orthodontic Health Care .....	Dr. Scott Jamieson
Council on Orthodontic Practice .....	Dr. Mary Barkley
Council on Scientific Affairs .....	Dr. Richard Kulbersh
Council on New and Younger Members .....	Dr. Ronald Miller

## Delegates to the AAO 2003

Dr. Tom Ahman  
Dr. Bob Brown  
Dr. John Buzzatto  
Dr. Jeff Gilmore  
Dr. Scott Jamieson  
Dr. Valmy Kulbersh  
Dr. Bob Portenga  
Dr. Chris Roberts

## Alternative Delegates to the AAO 2003

Dr. John Barbour  
Dr. Jeff Berger  
Dr. Maria Haas  
Dr. Chip Rigsbee

## 2003 Award Nominations

- **Dr. Hal Slapkin** for the ADA Norton M. Ross award for excellence in Clinical Research.
- **Dr. David Haas** for the James E. Brophy AAO Distinguished Service Award.
- **Dr. George Eastman** for the Annual GLAO Distinguished Service Award.

## American Association of Orthodontists

**Ontario Association  
of Orthodontists Meeting**  
April 10<sup>th</sup>  
Toronto, ON  
Contact: 416-490-8414

**Michigan Association  
of Orthodontists**  
April 25<sup>th</sup>  
Hilton - Novi, Michigan  
Contact: Mandy Tomich  
517-371-4442

**American Association  
of Orthodontists Annual Session**  
May 2 - 9  
Hawaiian Islands  
Contact: AAO offices or register online at  
[www.aaomembers.org](http://www.aaomembers.org).

**Council on Insurance Meeting**  
June 6 - 7  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**European Orthodontic Meeting**  
June 10 - 14  
Prague, Czech Republic  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**CDABO Meeting**  
July 12 - 17  
Asheville, North Carolina  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Annual Session Review Committee**  
July 25 - 27  
San Francisco, California  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Council on Communications**  
July 25 - 26 pm  
San Francisco, California  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Council on Orthodontic Health Care**  
August 2 - 3  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**AAOF Board of Directors Meeting**  
August 2 - 3  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Council on Governmental Affairs Meeting**  
September 6 - 9  
Washington, D.C.  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Council on Orthodontic Practice**  
September 12 - 13  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Great Lakes, Southwest, Midwest Joint  
Annual Session**  
September 17 - 21  
New Orleans, LA  
Contact: Judy Salsbury  
812-923-2700

**Canadian Association  
of Orthodontists**  
September 18 - 20  
Ottawa, Ontario  
Contact: Melonie Hart  
877-CAO-8800 or  
[www.cao@taylorenterprises.com](http://www.cao@taylorenterprises.com)

**Southern Association  
of Orthodontists**  
September 30 - October 5  
Tampa, Florida  
Contact: Sharon Hunt  
(800) 261-5528 or  
[www.saortho@mindspring.com](http://www.saortho@mindspring.com)

**First Yugoslav Congress**  
October 2 - 5  
Belgrade, Yugoslavia  
Contact: Yugoslav Orthodontic Society at  
[www.uoj/uoj.org.yu](http://www.uoj/uoj.org.yu)

**Pacific Coast Society  
of Orthodontists meeting**  
October 11 - 14  
Vancouver, British Columbia  
Contact: Phil Rollins  
at 415-441-2410 or [www.rollins@slip.net](http://www.rollins@slip.net)

**Northeastern Society  
of Orthodontists Meeting**  
October 18 - 21  
Montreal, Quebec  
Contact: Mark H. Epstein, ScD  
at 301-718-6537 or [www.paimgmt.com](http://www.paimgmt.com)

**ADA Annual Session**  
October 23 - 26  
San Francisco, California  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Middle Atlantic Society  
of Orthodontists mMeeting**  
November 2 - 4  
Atlantic City, New Jersey  
Contact: TBA

**Council on Communication Meeting**  
December 4 - 7  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

**Council on Insurance**  
December 5 - 6  
Location: TBA  
Contact: [cqualls@aaortho.org](mailto:cqualls@aaortho.org)

## Great Lakes Association of Orthodontists

**Joint GLAO, MSO, SWSO Annual Session**  
September 18 - 21, 2003  
Marriott New Orleans  
New Orleans, Louisiana

**GLAO Ad Interim Board Meeting**  
March 12 - 14, 2004  
Columbus, Ohio

**GLAO & MSO Joint Annual Session**  
September 29 - October 3, 2004  
Hyatt Regency  
Chicago, Illinois

**GLAO Ad Interim Board Meeting**  
March 11 - 13, 2005  
Location TBA

**GLAO & MASO Joint Annual Session**  
October 27 - November 1, 2005  
Bermuda



For additional meeting listings, visit the AAO Web site at [www.AAOMembers.org](http://www.AAOMembers.org)



PRESORT STANDARD  
U.S. Postage  
**PAID**  
Columbus, OH  
Permit # 2609

**The Great Lakes Association of Orthodontists**  
17 South High Street, Suite 200  
Columbus, OH 43215-3458



**GLAO/MSO/SWSO Joint Meeting**  
**September 18 - 21, 2003**  
**New Orleans, LA**

## **BE SURE TO MARK YOUR CALENDARS!**

**September 29 - October 3, 2004**



**Joint GLAO & MSO Annual Session**  
**Hyatt Regency, Chicago, IL**

**October 27 - November 1, 2005**



**Joint GLAO & MASO Annual Session**  
**Southhampton Princess Hotel**  
**Bermuda**