

August 1, 2019

Changes in the Landscape.

With the changes that we face as orthodontists, whether it be changes in practice modalities or changes in the delivery model of orthodontic care, it behooves us to be forward thinking about how to manage these changes. The American Association of Orthodontists, that is each and every one of us, is taking steps to address our needs. Recently, the AAO House of Delegates approved the AAO Innovation and Transformation Fund (ITF) to allow our association to better meet the needs of our members.

We have identified the need to become less dependent on member dues and assessments to fund our various programs. These programs include advocacy efforts at both the state and federal levels, our Consumer Awareness Program (CAP), continuing education programs and etc. Continuing to deliver the message to the public that orthodontists are the most properly trained and qualified providers of orthodontic health care is seen as a priority of our association. However, the sticker shock of our AAO dues statement, that includes both dues and the CAP assessment may be overwhelming for some.

The AAO, via the new AAO Business Development Department and the Business Development Task Force, will scope out member focused new products and services that can provide value to our members in addition to providing a source of non-dues revenue to our association. Following a strict system of due diligence, money from the ITF may be used as seed money for the launch or investment in these programs. Our plan is to develop revenue streams from these products and services to reduce the association's dependence on dues and assessments. Ideally, in the future, we will fund the CAP through non-dues or assessment revenues.

With the changes in the delivery of specialty orthodontic care, the AAO is working to prepare our members and the association for the future. The ITF is one aspect of our focus on the future.

Please continue to support the efforts of our AAO. If you have any questions regarding this any issues, please feel free to reach out to me. I welcome your input and opinion.

-Michael Sherman