

August 26, 2021

## Trustee Report

The AAO has a three year strategic plan that acts as a compass to guide the House of Delegates and the Board of Trustees toward the best uses of AAO resources. The plan has three major goals and objectives: 1. Promote and Defend our Specialty; 2. Engage and Delight our members and 3. Drive Transformation and Innovation. I would like to report to you about what we are achieving in these areas.

With the use of funding that comes from the AAO Component Legal Support Fund (CLSF) and with the hard work of the legal and advocacy departments we can see the difference that the AAO is making at the level of the State /Provincial Dental Boards and in state legislatures. For example, In February 2021, a bill (H 6032) was introduced in the Rhode Island State Legislature to provide coverage for telemedicine under Rhode Island Medicaid. However, there was no provision for teledentistry. At the last minute there was an amendment introduced that would have prohibited the board of Dentistry from imposing a different or a stricter standard of care on teledentistry than on dentistry provide in person. However, In July of this year and as a result of the efforts from the AAO, Rhode Island AAO members, RIDA, and Rhode Island dentists, the amendment language prohibiting the Board of Dentistry from promulgating certain teledentistry rules was removed.

The AAO membership is stratified into “subsets”. Each subset of our members that have unique characteristics, needs and goals and providing these folks with resources for their particular needs can be of great value to our members. The recent appointment of the AAO Inclusion and Engagement Task Force is an epic leap toward developing a better understanding of the unique challenges and needs of the members of our diverse member base. With that improved understanding, we can develop programs and resources so that we can engage and delight the various subsets of our member base.

In addition, the development and launch of the AAO/Wharton Mastering the Business of Orthodontics is a great resource for many of our members in the “subset” of wishing to have a better understanding of good business practices to bring their careers to a new level of satisfaction and fulfillment.

The AAO Tech Select program is a perfect example of how the AAO is driving transformation and innovation. As our members have become the world leaders in providing excellent orthodontic care with clear aligners. There is a growing need for resources that will allow our members to manufacture in-house aligners. Tech Select is that resource. It is a portal on the AAO website, that provides how-to videos, preferred AAO member pricing for the equipment that will allow you to begin fabricating aligners in your office.

The AAO Innovation and Transformation Fund has invested in companies that are focused on the future of orthodontics and dental care. Revenue generated from these investments will help generate non-dues revenues for the AAO and this will help reduce our dependence on our traditional revenue streams.

With a strong strategic plan, the AAO has been able to focus on the goals and objectives of this plan. We have had many successes in achieving these goals. The AAO Board of Trustees and other stakeholders are currently working to update the AAO strategic plan with a focus on refreshed strategic goals and objectives. This will allow the AAO to move our profession forward over the next three years and beyond.

Please reach out to me if you have any suggestions, comments, questions or concerns. I am happy to discuss these with you. With your input and feedback, we can make the AAO even stronger.

Michael Sherman  
[msherman@aaortho.org](mailto:msherman@aaortho.org)  
(416) 895-7082