

# Council on Orthodontic Practice (COOP)

## Report to the Board, September 2021

### **Orthodontic Career Fair-Motion to the BOT:**

COOP made a motion to the BOT that the AAO cancel the in-person Orthodontic Career Fair during the 2021 Annual Session.

The Orthodontic Career Fair would be conducted virtually ahead of Annual Session in early June.

**BACKGROUND:** A career fair is most successful when there is a good balance between employers with enticing job opportunities and seekers who are interested in what they have to offer. Due to the uncertainty still surrounding the COVID-19 pandemic, there is concern that both seeker and employer participation will be affected this year. For instance:

- Residents and new graduates make up the primary target audience and it is unknown whether this audience will prefer to attend Annual Session in person or virtually. Based on a quick poll conducted on 1/20/21 in the Resident Champions Facebook group, 38 out of 42 respondents said “it’s too soon to tell” whether they will be attending Annual Session in Boston.
- Employer registration must be completed in the months ahead of the event in order to 1) promote the event and available job opportunities to seekers, and 2) give employers time to prepare for their booths. With registration set to open soon, it will be difficult to expect or guarantee that circumstances will change by June and seeker attendance will compare to previous years. This is a big factor in the decision for employers to purchase a booth and travel for this two-hour event, not including personal health risks posed by the pandemic this year.

To that end, a virtual career fair will provide the least risk and allow the most people to participate regardless of how the situation changes between now and June. By hosting the event ahead of Annual Session, employers will have the opportunity to build their pipeline of candidates and potentially arrange to meet in Boston if either party chooses to make the trip.

Platform: [Brazen](#) is a web-based software company that specializes in virtual events and career fairs. This is the same platform that AAO used to host virtual careers fairs from 2015-2017. Since then, the cost of hosting a career fair through Brazen has decreased by over 50% (now \$5,000) and real-time communication has expanded from text-based chats to audio and video chats. Employers also have the ability to host live webinars in their booths, which could be discussion an incentive for practice transition firms to educate and promote their services.

### **IPR and Occlusal Adjustment Informed Consent**

COOP is currently working on an addition to the AAO ICA to include a section on IPR and occlusal adjustment during and after orthodontic treatment. AAOIC is making legal recommendations.

## **Webinars**

Visit the AAO website to check out future live webinars for business and clinical education.

<https://aaoinfo.digitellinc.com/aaoinfo/onlineevents>

## **AAO Business of Orthodontics Webinars**

Don't miss out on this free resource to increase productivity and master the business side of your practice. Keep an eye out for upcoming webinars in your email.

## **Orthodontic Staff Club**

Make sure your team is signed up for OSC. The cost for the whole team is only \$50, and their membership allows access to a huge amount of free education.

## **Orthodontic Staff Appreciation Week**

AAO's fourth annual Orthodontic Staff Appreciation Day was observed the June 2, 2021. A dedicated web page was loaded with resources which practices could use to celebrate with their staff and patients.

*The next staff appreciation week will be observed June 1, 2022.*

## **New topics for COOP discussion in 2021:**

- Office Design and Planning
- Staffing shortages
- Dental licensure (CE) national coordination
- HR support

The council will meet again November 06, 2021 in St. Louis.

Thank you!

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