

Council on Orthodontic Practice (COOP)

Report to the Board, February 2022

The council met face-to-face in St. Louis on November 08, 2021.

This is my last year as the GLAO representative to COOP, with my term ending May, 2022. I have thoroughly enjoyed my time serving COOP and the GLAO. COOP is a very busy council which fields questions and addresses concerns from our BOT and practicing members throughout the year. I feel this council really makes a difference in the lives of our private practitioners in the AAO. Below are some of the new issues COOP is currently working on and will be addressing this year.

Practice Forms Update

- Social Media Consent release forms for both patients and orthodontic staff members are being developed to cover liability from using images of patients or staff indefinitely on websites or social media.
- Medical History forms will be updated to include expanded gender options to include birth certificate gender and current gender identification.
- COOP is working with AAOIC to develop additional Informed Consent forms for Bonded Lingual Retainers and TAD-assisted Maxillary Expansion (MSE)

Staffing Shortages

COOP identified the national staffing shortage as the most significant challenge facing practices today. A motion was passed that the AAO Board establish a task force to explore and create a plan to address staffing shortages as a member benefit. COOP members, Dr. Schulz and Seldon are members of this task force, and the taskforce is making progress on strategies to aid our members in recruiting team members.

Human Resources Workshop

"People Management" is an online lecture series created to assist members on HR related issues, developed by AAO Staff in 10/2021. New content will be added as developed throughout the year. Members are encouraged to go to the AAO member website for the full list of webinars. COOP proposes that an HR workshop be added to the AAO Annual Session program starting in 2023.

Office Design Series

The Office Design Manual is being replaced new webinar series with 7 different modules to aid members through the process of building or renovating a new orthodontic office. The modules are: 1) Planning Your Office Design Project 2) Determining Your Practice Needs 3) Owning vs Leasing, 4) Financing Your Project 5) Site Location & Details 6) Major Equipment & Software for your Practice and 7) Office Design Layout & Interior Design.

The AAO will collaborate with private experts to present current content that can be easily updated and readily accessible to members. COOP hopes to launch the series by Spring 2023.

Thank you!

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