

February 17, 2022

Currently members of the board for the Ohio Association of Orthodontists (OAO) are considering the development of a Social Media Marketing Plan. A focus group has been identified from board members and they are considering the parameters for such a plan (i.e. useful to all practices regardless of social media footprint and possible use of Facebook as focus area).

The OAO has recently upgraded their specialty website. The new website contains links to meeting information, AAO calendar, state licensure requirements and different search tools. Adjustments will be made within the website as needs continue to evolve.

The OAO experienced successful responses from our members when solicited to contact legislators regarding proposed changes to Ohio direct to consumer and teledentistry laws. Email blasts proved very effective and the OAO feels this is a very strong avenue and direction in support of the OAO mission.

Finally, the annual OAO business meeting will be held in conjunction with the Cleveland Society of Orthodontists fall C.E. session on October 21, 2022. The location will be announced soon.

Respectfully submitted by,

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Ohio Component Director