

Trustee Report: May 24, 2022

Our Members Come First: Addressing Staff Shortages

When I have an opportunity to watch TV or listen to a podcast, I often see advertisements for mail-order aligners. Of course, this is concerning because we wish the public was better informed about the risk that they are taking by enrolling in unsupervised aligner treatment. However, what is at the forefront in our members minds is the national crisis of staff shortages. The AAO is soon to deliver an initiative to help our members with this problem with a focus on expansion of the candidate pool and member resources.

The strategic initiative to build awareness of orthodontic staff careers to expand the candidate pool will be a two-pronged approach. The first “prong” will be the implementation of targeted, national campaigns to build awareness and interest in orthodontic staff careers among high school and junior college students and counselors using the following strategies.

The second prong will be creating a toolkit for members to enable them to:

- Engage high school/junior college counselors and patients/parents with targeted letter/email template/s and Orthodontic Careers flyer provided by AAO
- Reach their social media audience with AAO provided posts they can use on their pages
- Participate in Career/Job Fairs within their community with table tents, banners and easels provided by AAO (that will likely be sold to members at cost).
- Develop a career page for their practice’s website with customizable content provided by AAO

In addition, AAO will investigate ways to reduce regulation in many states and provinces that govern requirements of being an orthodontic assistant.

Also, AAO will begin to create a Staff Resources webpage for the Member website in the Practice Management section. It would include:

- Job requirements at the state/province level with a link to Dental Assisting National Board and note to contact AAO advocacy with any questions.
- Tools for members to use in their community to build awareness of orthodontic team careers
- Job description tips and templates
- Job posting best practices for today and customizable templates

Keep your eye(s) on the AAO E-Bulletin so that as these resources become available, you can be the first to benefit from these super helpful initiatives.

I believe this is a timely and necessary initiative to provide you with more value (“bang for your buck”) related to AAO membership. If you have any questions related to addressing staff shortages or if you wish to talk about anything AAO and/or GLAO, please feel free to reach out to me.

Have a wonderful summer. Looking forward to sharing a great time with you all at our GLAO Annual Meeting in Cleveland. Mark your calendar for September 16-17, 2022.

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