

COC 2022 Annual in person meeting Saint Louis MO 2/4/2022

The in-person meeting was converted to a virtual meeting this year due to a large winter storm that caused cancellations of flights and made road travel hazardous for the COC members who normally travel to Saint Louis by car.

There is a new marketing director hired to replace Almira Schutt. Jill Gainer will now be the new director of marketing, she has extensive experience in all modes of marketing and has worked with other associations for their marketing. I met with her on the telephone prior to the COC meeting and I believe she has the leadership skills to manage the CAP and the COC marketing in outstanding fashion.

AAO staff member Brandon Hackworth presented information on how the AAO has evaluated members concerns.

- 1) DTC remains at the top of members concerns. The AAO has no regulatory power over DTC companies (or any companies).
- 2) Expansion and or new orthodontic schools are increasing in number. (This is a member concern, unfortunately the AAO has no authority to reduce or limit the number of orthodontic programs in the US. CODA is not under the supervision of the AAO.)
- 3) How the AAO is encouraging Diversity of practice type (Solo, group, OSO, DSO) is a real issue, members are concerned about proper consideration of the individual practice type, and that the AAO may be marginalizing the majority of it's members in efforts to be inclusive.

Lead legal counsel Ty Lawrence along with AAO member volunteers and staff produced a webpage that addresses the risks of DTC and provides excellent consumer information (orthofacts.org)

The next AAO CAP campaign will be called "Serial Straightener" and is scheduled for launch mid-February (this month).

This year's campaign will continue to include a mix of social media ads, and social influencer ad placements. This form of advertising has provided fantastic value for money spent and continues to engage consumers and increase traffic to the AAO website, and the AAO doctor locator page.

There was a resolution written, to be presented to HOD this year regarding the CAP assessment and the CAP budget for FY's 2023-26.

RESOLVED, that the Consumer Awareness Program budget remain funded at \$5 million per year for FY2023-24, 2024-25, and 2025-26, through a \$600 per member assessment for all U.S. and

Canadian active members (active academic members excluded) and remainder from excess liquid reserves, when available.”

The AAO website is continuously under review and is updated regularly, the next update will be completed in approximately 9 months. This update will include a redesign of the consumer website. It will be intentionally updated to improve SEO and our organic search visibility.

The COC will continue to promote the anti-bullying “Bullying Bites” campaign by providing resources for members providing physical items for members to use in office (posters etc.). Other items should also become available to order via a “menu” on the website.

The COC will update the “Practice Management Bulletin” (PBM) by moving it to a quarterly issue, with two additional issues dedicated to advocacy. This will begin in FY23. Member feedback indicates printed material still matters to members, although not all, and that the PBM is the most frequently accessed of the AAO printed materials.

Respectfully submitted,

Aron Dellinger DDS, MSD GLAO COC council representative