

Council on Orthodontic Practice Report (10/30/2022)

The Council on Orthodontic Practice met in St. Louis on October 8, 2022. We received several reports from AAO staff members and Dr. Anil Idiculla and Dr. Trista Felty, AAO Trustee Liaisons to COOP. I will try to highlight some of the information we were given by them as well as report on ongoing subcommittee work.

There is a new speaker application process in order to include our membership and provide opportunities to present at future meetings. All members should have received an email invitation to submit an application to present. The AAO is hoping to increase membership engagement and participation. There will be a new initiative in the next 3-4 years by the AAO to promote orthodontic treatment as a key benefit for overall physical and mental health. The AAO is looking at different ways to engage membership. Currently the methods used are very fragmented, i.e. people obtain information in a variety of different ways about the AAO. At the recent GLAO board meeting, I was asked about the resident vitals program. At the COOP meeting, I learned that this program is supervised by the Committee on Membership.

The Wharton Business in Orthodontics program content is being updated. Also, now office managers are also able to take the course with a \$100 discount for the bundle. Be sure to regularly check the Tech Select portion of the AAO website. Tech Select has relevant information about digital bracket systems, 3D printing, indirect bonding, and digital monitoring. Also be sure to check out the partners listed in Tech Select for pricing discounts.

The AAO Practice Transition Portal is available to members on the AAO site. There are four primary categories of information: practice ownership, practice sales, partnerships, and associateships. Also, if you are looking for a new staff member, check out the AAO Career Center. Many do not realize this online service is for staff and doctor positions. The site has also been updated to include equipment for space, leasing space and is free for members. There are upgrade features for improved visibility, including postings on additional sites.

The task force on staffing shortages is in the process of studying challenges for orthodontic offices in filling staff positions. There will be an HR workshop next spring on 5/21. The goals of the task force are: 1) Increase the candidate pool by finding where job opportunities are sought and found, and enlisting an AAO marketing campaign 2) improve member effectiveness of recruiting, hiring, and retaining staff (member toolkit), onboarding, COA certification. 3) Storyboarding what needs to be done for training. The AAO has hired a company to put posters up in junior colleges, and a mail campaign for high school counselors will launch in January. The AAO will also provide a toolkit for job fairs, email templates or social media templates for job recruitment.

There are currently 19 webinars scheduled for the upcoming year. In addition there are several archived webinars and video series. One video series found under the Practice Management tab is the recently launched Practice Design Series. This series, launched within the last year, gives current information from industry leaders about what you need to know to design an office. This includes selecting a location, selecting a team of professionals to assist you, financing, office layout, and other important information.

The practice management forms provided by the AAO are in the process of revision, pending expert and legal advice. The forms in review include the AAO Transfer Form, the informed consent information regarding bisphosphonate use, and the overall Informed Consent Form.

Be sure to check out AAO Connections, an online peer mentoring and networking platform. As a mentor or mentee, you are able to select items you are willing to discuss. There are currently more individuals asking for mentorship than mentors available. If you have some experience and are willing to share it with the future leaders of our profession, please check it out.

Lastly, the Council on Orthodontic Practice has been collaborating with the National Eating Disorders Association to assist each other in education, developing appropriate questions for health history forms, and giving healthy food choices for orthodontic patients who may be suffering from an eating disorder. Watch for future updates on developments from this collaboration.

Respectfully submitted,

Dr. Lana Helms, GLAO Representative to the AAO Council on Orthodontic Practice