



AAO Trustee Report
Dr. Michael Sherman

May 15, 2023

Increase vs. Broaden Knowledge

Neil Pasricha, also from Toronto, delivered the AAO Annual Session keynote address with a focus on his books “The Book of Awesome” and “The Happiness Equation”. If you missed his presentation, I strongly encourage you to see his TED Talk or purchase one of his books (I do not get any commission). The takeaways from Neil’s address for me varied. Some of the information was novel to me which increased my overall knowledge. For example, he presented his “Two Minute Morning Rule” that includes writing down (each morning): One thing to do that day; a list of five new things that you are grateful for (gratitude) and a list of things to put behind you so that you don’t look back in anger. On the other hand, much of the information presented allowed me to get a better understanding of knowledge that I already have. An example in this case would be that he explained how light effects the circadian rhythm and how our circadian clock is most sensitive to light about 2 hours before usual bedtime. I feel that AAO Annual Session, our AAO Consumer Awareness Program (CAP) and AAO Advocacy efforts provide for expanded knowledge to our target audience for each of these efforts.

The AAO Annual Session (AS) provided a wonderful opportunity for doctors and staff to expand their knowledge. All orthodontists that attend annual session have some common knowledge about the mechanics of orthodontic tooth movement and a basic understanding of office/practice administration. By attending lectures and visiting vendor in the exhibit hall, many members had the opportunity to broaden knowledge, in the areas of orthodontic biomechanics using a variety of fixed and removable appliances. With emerging new technologies, such as 3D printed bracket systems and in-office 3D printing of models and aligners, that is completely new to many members, provided an opportunity for members to increase the knowledge of novel information. AAO AS is the premier one stop shop for members and staff to both increase and broaden knowledge.

The CAP targets our “customers” with information that increases knowledge for some and broadens knowledge for others. Our new CAP campaign that was launched last month has a series of videos, each edited to 15 second, one minute and two-minute segments, for use on social media. Topics include Why to see an orthodontist at age 7; Why to see an Orthodontist rather than a primary care dentist for your orthodontic care; Why to see an Orthodontist rather than using “mail order” trays and etc. You can preview two of these on the following links:

[Impulse Buy](#)

[Straight Talk News](#)

For some consumers, the creation of an awareness to consider orthodontic care for themselves or their kids is a novel ideal. For most consumers, a broader understanding of the difference between a general dentist and an AAO orthodontist and the difference between AAO orthodontist supervised orthodontic care and “mail order” aligners should persuade them to seek out an AAO orthodontist for their orthodontic needs.

Our AAO advocacy efforts have been remarkable in achieving the expanding knowledge among legislators and regulators. Due to Covid-19, state dental boards, legislatures, and Attorneys General were surprised with the emergence of “Teledentistry”. The AAO has been instrumental in providing an increase in knowledge related to teledentistry so that emerging regulatory changes to State and Provincial Dental Acts, will protect the public from unsupervised orthodontic care that is delivered under the guise of “Teledentistry”. On the other hand, State and Provincial dental boards/regulators have had their knowledge broadened in the need for an expanded pool of dental assistants due to the current pan-industry staff shortage crisis. Many of the dental regulations in the province of Ontario and in states including Michigan and New York are so strict that addressing the dental assistant shortage can only be solved through regulatory changes. The AAO Advocacy team has been instrumental in broadening the understanding of the impact of these restrictive regulations and were effective in bringing about regulatory changes in Michigan and working on continue to work on changes to regulations in both New York and Ontario.

The AAO is the premier resource for you, the public, regulators, and legislators to both increase and broaden knowledge as it relates to orthodontists and orthodontics. What I experienced from listening to Neil Pasricha was a new understanding of concepts I didn’t know and a deeper understanding of concepts that I was already familiar. As orthodontists, I suggest you you’re your calendar with the following dates: September 21-23, 2023, for the GLAO/MASO Annual Session in Gaylord National Harbor, Maryland (just outside Washington DC), January 26-28, 2024, for the AAO Winter Conference in San Antonio, Texas and May 3-6, 2024, for the AAO Annual Session in beautiful New Orleans, LA. Each of these conferences, along with the GLAO quarterly e-News and the AAO weekly E-Bulletin will provide you and your staff with a variety of opportunities to both increase and broaden your knowledge.

Respectfully submitted,

Michael Sherman, BSc, DDS, MSc, MBA
AAO Trustee Report