



**AAO Council on Orthodontic Practice  
Dr. Lana R. Helms**

**May 16, 2023**

ACTION or CONSENT: Consent

Committee Name: Council on Orthodontic Practice

Committee Chair Name: Renee Pompei

Current Committee Members: Lara Minahan, John Griffiths, Scott Hubbard, Robert Selden, Ryan VanLaecken, Lana Helms, Dani Phillis, Mary Hoffman; Trista Felty and Anil Idiculla as co-BOT liaisons

Short Summary: COOP has continued its support of orthodontists' career needs from residency to retirement with initiatives such as the Practice Transitions Portal, creation and maintenance of Practice Forms, creation and maintenance of the Online Career Center, production of the Business of Orthodontics and Clinical Webinars, and the Orthodontic Staff Club. COOP is working on re-designing the website that houses the entire catalog of Digital CE (webinars, live meeting lecture recordings, etc.) to improve navigability. COOP has continued working with the National Eating Disorders Association (NEDA) to create a toolkit for orthodontists to identify patients with eating disorders and so that orthodontists can play a part in getting the necessary help. COOP also has increased its focus on collaborating with other councils as is a key initiative of President Nagel. The next COOP meeting date is still to be determined in the fall.

## Report

Committee Topics/Activities:

<b>COOP Committee Report</b>	
<u>Topics/Activities/Updates</u>	<u>Discussions/Outcomes</u>
<b>Oral Health in America – Advances and Challenges</b>	COOP has brainstormed ideas in collaboration with other AAO councils on how the AAO can contribute resources to NIH's National Institute of Dental and Craniofacial Research initiative to improve oral health and knowledge in the US. This will in part be done via the Healthy People 2030 Oral Health Promotion Webinar Series. COOP presented the idea of, perhaps with the collaboration of COSA and COE, creating a webinar, white papers, or other material for consumption by the general public, that highlights the benefits of orthodontic treatment/well aligned teeth and a healthy occlusion. This should be a consolidation of the best scientific evidence available that shows how severe malocclusions can cause enamel wear and trauma, loss of periodontal support, and make oral hygiene maintenance more difficult thus increasing the risk of caries. All of these negative

	<p>consequences of malocclusions can all lead to eventual tooth loss and perhaps a COC campaign could be run to inform the public of these benefits. Additionally, the webinar/educational material would highlight for the public what the literature says on the psychological and mental health benefits of healthy teeth and an aesthetic smile, as well as the impact these have on employment offers, social interactions, and overall quality of life.</p>
<p><b>National Eating Disorders Association – AAO Partnership</b> <i>ongoing</i></p>	<p>NEDA partnership will provide educational resources for orthodontists to help them recognize eating disorder warning signs and to understand triggering behaviours and language that can cause harm. It may also provide scripting on how to talk to patients/parents about eating disorders so patients can get the help they need.</p> <p>A COOP subcommittee has identified and prioritized projects and tasks, including modifications to the health history form; member webpage with tips, downloadable content including flier with QR code to NEDA’s website, and potential short videos; potential article for Practice Management Bulletin; and webinar with NEDA.</p> <ol style="list-style-type: none"> <li>(1) The consumer facing AAO website content has been modified for NEDA recommended language.</li> <li>(2) The AAO member facing webpage regarding Eating Disorders (ED) is in the works and with plans to be live by end of February 2023.</li> <li>(3) The COOP NEDA Subcommittee met with the speakers for the webinar, which will be for orthodontists and staff on helping to identify ED’s, how to talk to someone with a potential ED and more, the tentative date for this webinar is April 26, 2023.</li> <li>(4) AAO will acknowledge “National Eating Disorder Week” in our social media, based on our partnership w/NEDA. (Feb 20-26).</li> </ol>
<p><b>Practice Management Forms</b> <i>ongoing</i></p>	<p>A revised Informed Consent form will be going live in late winter 2023 after revising it to be up-to-date by legal standards and easier to complete by clients.</p>
<p><b>Educational Webinars and Online Digital CE Content</b> <i>ongoing</i></p>	<p>COOP continues to organize and provide regular live CE webinars on a variety of topics related to clinical practice and practice management. The 2022-23 Webinar schedule is included below. These webinars are later archived and accessible on the AAO Education site.</p> <p>COOP is also in the process of evaluating the current organization of digital CE to ensure it has optimal navigability and searchability by members. An end-user task force will work with AAO’s online CE content vendor to ensure that the website revisions are helpful to members.</p>

	The webinar schedule for 2023-24 will be developed after annual session.
<b>Practice Transitions Portal</b> <i>ongoing</i>	<p>COOP and AAO staff are continuing to work together to add content to the new Practice Transitions Portal which will be a valuable collection of resources for guidance on finding an associate position, hiring associates, starting practices from scratch, partnerships, and selling/buying practices.</p> <ul style="list-style-type: none"> <li>• There are tentatively five primary categories: Practice Ownership, Practice Sales, Partnerships, Associateships, Equity positions in DSOs/OSOs. On the website, users can select any one of these categories for applicable content.</li> <li>• Each category includes a set of topics. For each topic, there will be a subset of related questions with responses from one or more subject matter experts. Responses can be in a variety of formats depending on the question. Text may be sufficient for many questions but other formats like tables, charts, images, video recordings, or slideshows may be necessary to organize information or show examples, visual aids, demonstrations, etc.</li> <li>• Each topic or question may include links to supplemental resources, if available (e.g., articles, webinars, podcasts, templates, sample documents, etc.)</li> <li>• A contact form will be available for members to submit new questions that are not currently addressed on the site</li> <li>• A comprehensive list of recommended to-do items (for the owner/buyer/seller/associate, etc.) will be created for each transition category. This may require input from both consultants and recently transitioned orthodontists.</li> <li>• Long-term we would like to create a forum where regular orthodontists can provide guidance and information on their various experiences with transitions, answer questions, and perhaps even upload files that would be helpful to members, such as sample business plans or partnership agreements, etc.</li> </ul>
<b>HR Worship</b> <i>ongoing</i>	The HR Workshop that COOP was instrumental in bringing to fruition will be conducted at the Annual Session 2023, on Friday, 4/21 between 12-5 pm as one of the pre-conference workshops.

Respectfully submitted,

Lana R. Helms, DDS, MSD, PC  
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