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The Great Lakes Association  
of Orthodontists

# GLAO News

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Spring 2012

**Save the Date!**

**Race to the Future!**

**2012 GLAO Annual Session**  
October 11-14 | Hyatt Regency | Indianapolis

NCAA Hall of Champions

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# PRESIDENT'S REPORT



JERRY HICKMAN | D.D.S.

I want to thank everyone for having the honor of serving as your President this current year. As you know this is a very special year for the Great Lakes Association of Orthodontists. At the upcoming American Association of Orthodontists Annual Session which is being held in Honolulu, Hawaii this May, our own John Buzzatto will be inducted as the AAO President, the position he will serve through his annual meeting which will be held in Philadelphia next year.

Also, at the AAO Annual Session, Scott Jamieson will assume the Presidency of the American Board of Orthodontists which is quite an honor. As I have indicated before, I do not know of two more deserving individuals to assume these

positions representing the GLAO.

The time of the GLAO Annual Session, October 11th through the 14th, is fast approaching. This will be a stand alone meeting held in the Super Bowl City of Indianapolis at the Hyatt Regency Indianapolis. This hotel has recently been completely transformed from the lobby up to the Eagle's Nest Restaurant, the revolving rooftop restaurant that gives a dramatic 360-degree view of the downtown. The Hyatt Regency Indianapolis, which is centrally located downtown, is surrounded by a number of outstanding restaurants and connected to the Circle City Mall. Restaurants within a block or two of the hotel which are favorites of mine are: Palominos, St Elmo's, Moe's, Harry and Izzy's and the Oceanaire among a few. Indianapolis is also known for a number of ethnic restaurants for your dining experience.

We encourage you to arrive on Thursday afternoon, prior to the official start of the meeting, to experience all that Indianapolis has to offer including touring the 500 Hall of Fame Museum, the track facilities and taking a ride around the oval. Others may want to play a round of golf at the Brickyard where the second nine holes are within the track.

On Friday evening, we will be kicking off the social events with a complimentary welcome reception for the benefit of the exhibitors, doctors and staff. We hope to have the University Alumni Associations and the Components of the GLAO represented. Following the reception, everyone will be free to enjoy one of the nearby restaurants.



Saturday evening's catered social event will be special "Evening of Fun" to be held at the NCAA Hall of Champions. Indy is considered the "amateur sports capital of the world" and the NCAA Hall of Champions is the centerpiece. The facility provides an interactive venue for all women's and men's amateur sports. You will be able to watch your favorite game from the past and even have the opportunity to play a pickup game of horse in the retro gymnasium on site. This will certainly be a great place to bring your family and staff.

The theme of the Session is "Race to the Future" and the program will draw heavily from our own GLAO members as speakers with special emphasis on technology and how it can be incorporated into your practice. The opening Keynote Lecture will be presented by Dr. William Proffit. Since Indianapolis is centrally located within the Great Lakes region, we hope to have participation from many of the residents from the orthodontic programs within the GLAO!

Outstanding Doctor and Staff Programs have been developed by the program committee with special emphasis on technology in the future practice of orthodontics, social networking, practice and team building, as well as, professional liability issues that might arise in your practice. There certainly will be something for everyone.

As Ron, Bob and others have said in the past, Orthodontics is the greatest profession in Dentistry. Each of us has the privilege of being a part of Orthodontics and the opportunity to give back to the profession.

Quite a ride!!



JOHN F. MONTICELLO | D.D.S., M.S.

Surveys of the GLAO membership consistently show that many of our members would prefer our annual meetings be hosted at resort settings where we otherwise may not venture. We also have a large number of members that would prefer the annual meeting be drivable within our region so they can cost-effectively bring their staff for CE. Our President, Dr. Jerry Hickman, has effectively satisfied both requests with this year's venue in Indianapolis. "Race to the Future" is scheduled for Friday-Sunday, October 12-14th 2012, at the Hyatt Regency in downtown Indianapolis. The Hyatt is only blocks away from the four level Circle Center Mall complex with an assortment of over 100 shopping, dining and entertainment experiences. The Saturday night event will be hosted at the NCAA Hall of Champions. The meeting will focus on using today's technology in your practice. There will be an outstanding staff program emphasizing team building and social networking for your office with a discussion of professional liability issues that must be considered. The scientific session for doctors and the staff program will be valuable for the entire orthodontic team. If you could not take them to Hawaii, Indianapolis promises to be a great alternative! You can register soon and make hotel reservations now at [www.glao.org](http://www.glao.org).

This spring edition of the *GLAO News* will be my 22nd publication

as Editor. Throughout my past 11 years, we have striven to make this news magazine informative, relevant and cost-effective for our association with our printed magazine. However, the 21st century has finally caught up with us with technology. As we "Race to the Future" we want to engage all of our members and their current lifestyles. Almost all of us now have a Smartphone, iPad, Tablet, Kindle Fire or some other means of accessing and reading news electronically. Many newspapers have either gone completely electronic or greatly reduced their paper publications. We are also on the cusp of technologic changes. We now can offer the *GLAO News* in an exclusive electronic format. I have sent out two email blasts announcing this change and have received over 50 responses from members opting for only the electronic version. We have the ability to display many more photos with active links in an electronic format and save much of our dues monies with reduced printing and postage. Most of all, we want to serve our membership and provide the *GLAO News* in the most convenient format for you.

I envision that soon, printed copies would only be mailed to members exclusively requesting it. An email message will be sent to all members advising when the link on our website is posted for download of the Newsmagazine onto your personal browser or Tablet. These are exciting times and the future of our publication looks brighter than ever. If you would like to experience the electronic version of our magazine we need you to send us the email address that you will look at to receive our messages. You may want to make a rule on your browser to allow any message from the GLAO so we are not sent to a junk file folder. Please send your request to [glao@assnoffices.com](mailto:glao@assnoffices.com).

Enjoy reading this edition of the *GLAO News* and I'll see everyone in Indianapolis!



CHRISTOPHER A. ROBERTS | D.D.S., M.S.

The Board of Trustees met November 18-19, 2011 in St. Louis. Following is a brief review of the highlights of the Board meeting and other actions taken since my last report.

**Council on Communication:** The AAO, through the Council on Communications, has revised the Consumer Awareness Campaign with an emphasis on attracting more adults to seek orthodontic treatment performed by an orthodontic specialist. New ads featuring the tagline "My Life, My Smile, My Orthodontist" are now appearing on cable TV (currently in the U.S. only) and on websites. Ads will be appearing in selected magazines starting in March. AAO members may use these commercials and ads in their own marketing. Please see the AAO's website <http://www.aaomembers.org/MyPractice/Marketing/Online-Toolkit.cfm> for an online toolkit. **Dr. Steve Belli** (Kent, OH) GLAO representative

**Council on Governmental Affairs:** The Professional Advocacy Conference was held in Washington DC on January 23-25, 2012. Representatives from the GLAO included; **Dr. John Buzzatto** (Allison Park, PA), **Dr. Don Hayes** (Wilmington, OH), **Dr. Edgar Mendieta** (Columbus, OH), **Dr. Greg Oppenhuizen** (Holland, MI), **Dr. Rick Pfeffer** (Altoona, PA) and myself. This is an extremely important time politically. Not just with the presidential elections this fall, but also with legislation due

to take effect in January 2013. Of particular importance in the current health care reform are the annual cap of \$2,500 on contributions to Flexible Spending Accounts and the excise tax on medical devices. Both of these changes could have a major impact on the practice of orthodontics and ultimately the ability of patients to afford quality care. Our continued involvement in the political area is imperative. **Dr. Don Hayes** GLAO representative

**Council on Orthodontic Education:** A motion from Council was passed by the Board of Trustees that the AAO support the proposed changes in ADA CERP to refrain from recognizing CE programs presented by dental suppliers/manufacturers at their user's group meetings. **Dr. Gene Roberts** (Indianapolis, IN) GLAO representative

**Council on Scientific Affairs:** For the second year in a row, a resident from one of our GLAO universities has won the prestigious Milo Hellman Award. Dr. Ashwini Joshi from the University of Michigan has been announced as the 2012 winner. Congratulations Dr. Joshi and the U of M! **Dr. Nan Hatch** (Ann Arbor, MI) GLAO representative

**Board Appointed Committees:** The Governing Documents Committee continues to update and streamline our AAO bylaws and policy. Expect several motions from this committee to go to the floor of the House of Delegates in Hawaii. **Dr. Tom Ahman** (Lima, OH), chair.

**Other Actions:** The Board of Trustees has authorized a subcommittee to negotiate a contract with a St. Louis construction firm for the renovation of the AAO's building headquarters. As mentioned in my last report, our building, which was built as a bank in 1968 and purchased by the AAO in 1991, is in dire need of upgrades and refurbishing. The AAO will continue to seek the most efficient and cost effective way to accomplish this goal.

Planning continues for the AAO Credit Union as nominations for the Board of Directors have been accepted. The Credit Union is in the process of completing all of the necessary documents so that it may be open for business very soon, hopefully spring of 2012. To date, over \$6 million has been committed by individual members and AAO entities.

You may have noticed an ad for an orthodontic manufacturer's meeting over the cover of the October issue of the AJO-DO. This type of advertisement is called a cover-tip ad and has recently become more prevalent in scientific journals. This ad was placed without our Editor's knowledge. The Board of Trustees has instructed the publisher to not place further cover-tip ads until this issue is studied by a Board subcommittee.

I hope you are planning on attending the AAO Annual Session in Hawaii on May 4-8. Lectures will conclude by 2:30 each afternoon so that attendees may enjoy all the islands have to offer. Hotels and airlines are booking up quickly. Please see the AAO website <http://www.aaomembers.org/mtgs/2012-AAO-Annual-Session.cfm> for more information. One of the highlights of the meeting will be the swearing in of our own GLAO Past-President and current AAO President-Elect **Dr. John Buzzatto**, as the new 2012-13 AAO President. His presidency will be the culmination of many years of dedicated service to our specialty.

Speaking of John, it's not too early to start planning for his AAO Annual Session in Philadelphia on May 3-7, 2013. GLAO members on the planning committee include **Dr. Rick Pfeffer** and myself as General co-chairs, **Dr. Gene Roberts** as Doctor's Scientific Program co-chair, **Drs. Bob and Ron Good** (Washington, PA) as Orthodontic Staff Program co-chairs and **Dr. Bob Brown** (Hilliard, OH) as Featured Speaker chair. This committee has been hard at work planning for an outstanding

meeting. Please plan on attending along with your family and staff.

Finally, I would like to thank three individuals who have completed their terms as a part of our GLAO leadership. **Dr. Don Hayes** has served for the last eight years as our representative on the Council on Governmental Affairs and will be term limited off. **Dr. Steve Hershey** (Waterford, MI) has been our representative on the AAOF's Board of Directors. We will miss them both at our Board meetings. **Dr. Gene Roberts** has concluded his eight years on the Council on Education. However, Gene will continue to play an active leadership role by taking over Steve's position on the AAOF Board of Directors. If you see these individuals, please thank them for their unselfish service to our specialty.

Once again, it is an honor to serve as your Trustee. If you have any questions or comments, please do not hesitate to contact me at [croberts@aaortho.org](mailto:croberts@aaortho.org).



## WEBINARS

The AAO will offer four short, free Webinars to familiarize members with the Consumer Awareness Program advertising materials that can be used to promote their own practices.

The Webinars will be hosted on four consecutive Tuesdays from 11:00-11:30a.m. CT: February 28, March 6, March 13, March 20.

Contact Burt Bollinger at [bbollinger@aaortho.org](mailto:bbollinger@aaortho.org) to register.

## Council on Communications



STEPHEN J. BELLI | D.D.S., M.S.

The Council on Communications met at the AAO Central Office on December 2 and 3, 2011.

### Consumer Awareness Program

The member-supported Consumer Awareness Program (CAP) launched the new campaign in January. Entitled "My Life. My Smile. My Orthodontist." the campaign includes advertising messages (cable TV [U.S. only]; print; Web banner ads; online search) and public relations outreach. Importantly, all marketing materials drive the audience to the new consumer website, [MyLifeMySmile.org](http://MyLifeMySmile.org). The new URL replaces the old [braces.org](http://braces.org) site.

The campaign's primary focus is potential adult patients. However, as with previous campaigns, this one will continue to reach out to mothers and educate them about the need for their children's orthodontic care and orthodontists.

All messaging educates the audience about orthodontists as specialists and the education necessary to become an orthodontist. Further, it informs them that in addition to traditional braces and retainers, orthodontists also offer clear aligners.

The public relations firm is charged with generating editorial coverage through articles/stories in newspapers, magazines, online, radio and TV.

Since the beginning of the fiscal year (June 1, 2011), the AAO hired a new advertising agency and public relations firm, both based in New York.

Visit [aaomembers.org](http://aaomembers.org) for full information on when/where advertising is scheduled to appear. Also watch for announcements in the eBulletin and The Bulletin.

### Healthcare Groups

Information about potential speaking engagements with groups of healthcare professionals, as well as others who work with young people in particular, is being compiled by AAO staff. Opportunities are expected to be at state/province, regional or national meetings of professional organizations. Staff will inform constituent and component leaders about upcoming opportunities in their areas.

Concurrently, the COC and staff are creating outlines for presentations that are suitable for healthcare professional audiences. Information will include topics such as orthodontic emergencies, hygiene, the benefits of orthodontic treatment and different types of orthodontic treatment. PowerPoint slides will be created. Presenters will be able to pick and choose which slides are appropriate for the audiences they will address.

### Career Day Presentation

A COC subcommittee is working with AAO staff to create a PowerPoint presentation for AAO members to use at Career Day presentations. When complete, the presentation will be posted on [AAOinfo.org](http://AAOinfo.org) for members to download. There will be no charge for the presentation. If AAO members need anything for a Career Day presentation before the PowerPoint is complete, they should contact Pam Paladin in the AAO Communications and Marketing Department for materials.

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## Council on Communications

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### Study of Dentists

The COC will complete a study of general and pediatric dentists by the end of the fiscal year. The study will seek to understand the wants, needs and interests of GP and pediatric dentists relative to orthodontists and orthodontics, and their referral patterns.

### Speaker Availability

Component organizations will be notified that a COC or AAO staff person is available to update them in person or via a Webinar about the CAP for the duration of the program.

### Annual Session Booth

The COC has requested booth space in a prominently-located area at Annual Session so that AAO members can talk to COC members about how to incorporate the CAP into their practices.

### Annual Session Presentation

A presentation will be given by a COC member at Annual Session on how to use CAP materials for practice marketing. The presentation will be open to doctors and staff.

### 2012 Meetings

The COC changed its meeting dates for 2012 to June 8-9 and November 2-3. Both meetings will take place in St. Louis.



## Council on Governmental Affairs



DONALD HAYES | D.D.S., M.S.

The Council met in Washington D.C. and the political landscape at this time was surveyed by our legislative liaison Patton Boggs. Their firm's presentation was made by Kevin O'Neil, John Jonas and Eugenia Edwards. All of the 2012 Congressional races were discussed as well as the Presidential race. Patton Boggs believes the Republicans may lose a few seats in the House, but ultimately maintain a Republican majority in the House. The Republicans may gain a few seats to retake a majority in the Senate, but only by a few seats.

In the Presidential race, President Obama's current popularity numbers would make it seem unlikely he will be re-elected. Also, Presidents are not usually re-elected if the unemployment figures are above 8% as they are now. However, the Republican field has not solidly determined a candidate. Governor Romney leads generally, but former House Speaker Newt Gingrich has shown resurgent strength. Mr. Gingrich has a lot of "baggage" and does not poll as well against the President as Romney does.

The Supreme Court is likely to vote on the President's Affordable Health Care Act in the Spring. Speculation is the Supreme Court may strike down the mandate that everyone purchase healthcare. If that happens

a number of questions arise that could force the healthcare issue to be re-done in part or whole by the New Congress to be elected in 2012.

Immediately following the PAC and COGA meetings the AAO Professional Advocacy Conference began attended by GLAO members John Buzzato, Chris Roberts, Don Hayes, Greg Oppenhuizen, Rick Pfeffer, and Edgar Mendieta. After a day training on issues, and speeches by several Congressmen, Wednesday was dedicated to Capital Hill visits regarding the 2012 AAO Legislative Priorities:

### Support Oral Health Initiatives Promote the Importance of Oral Health Care:

Good oral Health is an essential part of an individual's overall health and well being. The AAO believes the most important factor with dental health care is that all individuals have access to primary oral health care, especially our nation's children. The AAO supports the inclusion of pediatric dental coverage in the Essential Health Benefits package established by the Affordable Care Act (ACA) and encourages HHS to include primary and preventive dental care at a minimum in the forthcoming regulation. While we recognize the critical fiscal environment facing our nation, the AAO believes it is important to invest in the country's oral health infrastructure and encourages Congress to continue to support funding for prevention and wellness programs and workforce training initiatives.

### Strengthen Support and Growth of Small Businesses

**Tax Reform for Small Business:** Congress is beginning a multi-year process to reform the tax code and much of the conversation appears centered on tax issues that impact large, multinational corporations.

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The AAO supports a Congressional tax reform process to streamline provisions that complicate operations and impose significant compliance costs on the small business that are the primary engine of job creation in the United State. The AAO supports a comprehensive review of tax policy that surveys issues including the corporate tax code, individual tax rates, and the death tax to best understand how current policy imposes higher tax burdens on small business owner's rather large businesses.

**Premium Support to Small Businesses:** The AAO supports tax credits that would make it easier for small businesses to offer insurance coverage to our employees; such options are essential to reducing barriers to medical care. Now more than ever, the high cost of providing coverage presents a daunting challenge. AAO members support a range of full -and part-time employees with varying salaries, and we strongly encourage you to expand tax credits for small businesses to help provide meaningful

health coverage to our employees.

### Preserve Access and Affordability for Oral Health Care

**Flexible spending Accounts (SFAs):** FSA's are utilized by individuals of all incomes and one of many critical protections for the underinsured as well as those with extraordinarily high health care expenses. The ACA established a \$2,500 annual cap on FSAs that will begin in 2013. The AAO strongly encourages Congress to eliminate the cap on FSAs, which would have the unintended consequence of limiting access to critical health care, which is a critical component in today's health delivery systems. We strongly urge protection of this important tool.

**Access to High Quality Dental Care:** Access to oral health care continues to plague our nation, particularly among our most vulnerable populations. Enhancing health care coverage comes with the responsibility of ensuring adequate access and quality of covered health care services, particularly as we approach the impending expansion of Medicaid in 2014. While we must make every effort to enhance access

to dental care, the AAO strongly believes it is critical that workforce initiatives meet all state licensing requirements and that only licensed dentists perform irreversible procedures such as extractions and tooth drilling.

**Excise Tax on Medical Devices:** Medical device manufacturers, producers, and importers are likely to pass any costs imposed by the excise tax on medical devices on to providers and ultimately consumers in the form of higher prices on those devices. An increase in the cost of oral health care because of the excise tax on medical devices, including dental and orthodontic devices, will negatively affect access to oral care at a point in time when many are struggling to deal with their health care needs among many challenges imposed by the tough economy. Furthermore an increase in the cost of oral health care may negatively influence patient decisions to seek such services. Failure to ensure proper access to primary and preventive oral health can have devastating and sometimes tragic consequences. AAO supports legislation to repeal the excise tax.

## Council on Insurance



ERIC DELLINGER | D.D.S., M.S.D.

The meeting of the Council on Insurance (COI) occurred in St. Louis, on

January 14, 2012. At that time the COI reviewed insurance rates submitted by New York Life and negotiated a no-increase in premium rates for health insurance for our members for the coming 6 months. Despite this, it is very likely we will see a 9.9% increase following our next meeting in the summer, so do be prepared.

The Term Life and Professional Liability products that are offered by the AAO insurance company continue to be the best products available, at the best price, and I strongly encourage any member that does not utilize our Term Life and Professional Liability products to get

a quote, as it is very likely you are spending too much.

We will be offering cyber-liability products (hopefully by the spring meeting), and I urge all members to evaluate their computer records and insurance regarding those records, as very few insurance policies cover the loss of, or theft of patient records and the associated liabilities. In addition to reviewing your insurance, please also consider reviewing all computer records and data transmission as the Federal Government is scheduled to require all health care providers to go to electronic charting in 2013.

## Council on Membership, Ethics & Judicial Concerns



RICHARD MARCUS | D.D.S., D. ORTHO

The Council on Membership, Ethics, and Judicial Concerns met in St. Louis on December 9-10, 2011. Before the formal Council meeting, the group met for half a day with Jerry Jacobs of Pilsbury, Winthrop, Show, Pittman, LLP to discuss matters related to the AAO Principles of Ethics and Code of Professional Conduct. As a result of this session, there will be a review of the Investigative process, as well as the role of the Council in matters related to professional promotion.

Amongst the issues discussed at the formal Council Meeting:

### Group Buying Programs

The Council has heard concerns

related to the ethical use of group buying programs-coupons offered by social networks. It has not yet been determined whether the use of these programs by healthcare providers is either legally protected advertising or fee/splitting/rebating, which may be in violation of state, provincial dental practice acts. Members are advised to consult with their own legal counsel before entering into any agreements.

### Transfer Cases

The Council is aware that difficulties sometimes arise in the transfer of Orthodontic members that could lead to complaints presented to our Council. As a result, a review of the AAO Clinical Practice Guidelines will be done as it affects the transfer process, to see if any changes are needed, or additions added to the AAO Principles/Code.

### International Membership

The Council is annually updating the international lounge provided at the Annual Session. This serves the AAO as a valuable recruitment and retention tool for international members. In Chicago, a poll was taken of attendees to the lounge, and the results were very positive. Excellent suggestions were also provided.

### Reciprocity and Portability of Licensure Between States

The Council had an engaging discussion on this issue-is this a "states rights" matter? Should there be a national approach? After much discussion and debate, the Council recommended that the AAO not take a position on reciprocity and portability of licensure between states at this time.

### Listing of Techniques

A sub-committee of Council members from COMEJC and COOP will be reviewing the listing of treatment techniques in the AAO membership directory site, and making recommendations as to an updated list of such techniques.

### Online Orthodontic Courses

Council raised concerns about the multiple non-accredited orthodontic training programs now available. Council questions if there will be an adverse impact on membership and especially international membership. COMEJC hopes that there may be a way of working collaboratively with the WFO in addressing this issue. Council learned that the Council on Education is also aware of this matter.

## Choose the AAO Professional Liability Insurance Program for Coverage You Can Trust

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## Council on New and Younger Members



JASON CHARNLEY | D.D.S., M.S.

The AAO Council on New and Younger Members (CONYM) held its annual council meeting before the AAO/AAPD midwinter conference on Marco

Island. The council is excited to continue offering the “New Orthodontist/Resident Conference and Reception” at the AAO annual session. This year’s program will be Sunday, May 6th from 12:15 pm – 3:15 pm. The conference and reception are open to active members in practice for eight years or less, orthodontic residents and spouses/guests. The speaker will be Dr. Mark Yanosky addressing soft tissue laser use in orthodontic practice. Tickets for the event are \$30 each. All attendees, including spouses or guests, must purchase tickets. Following the lecture, there will be a reception with cocktails and light appetizers. We hope to see you there.

Visit the Great Lakes  
Association  
of Orthodontists  
website at  
[www.GLAO.org](http://www.GLAO.org)  
for the most current  
information on  
GLAO activities.

## Council on Orthodontic Practice



MICHAEL SHERMAN | B.Sc., D.D.S., M.Sc., M.B.A.

COOP last met on January 7, 2012. Several topics and issues were discussed and these included the 2012 Practice Transition Seminar that is scheduled for Friday, May 4, 2012 from 8:00 am – 2:00 pm in Honolulu. The presenters for the 2012 will be

Dr. Roger Levin, Mr. Curt Nurenberg and Dr. Tom Ziegler.

As of December 31, 2011, The AAO Practice Opportunities and Alternatives Service had 461 seekers and 145 opportunities. Year-to-date, 112 matches were made. This is an improvement from 2010 when 63 matches were made.

Council is working on a Mutual Aid Agreement and we are finalizing the details of a “boilerplate” for mutual aid agreements. Also, COOP suggests final documents are vetted for each group (at their own expense) to ensure they satisfy local laws legislation.

Regarding continuing education, Council recommends a two-day regional conference or a conference to alternate years with the Annual

Session Practice Transition Seminar. These alternatives would replace the Orthodontists as CEO Conference. Also, Several excellent webinars are scheduled for this year. Some are specifically for staff and others specifically for doctors. Check [aomembers.org](http://aomembers.org) for more details.

The 2012 Orthodontic Staff Presentation Competition will be held on Monday, May 7, 2012 in Honolulu. Council discussed transitioning to a video contest with entries being posted to You Tube and that the AAO discontinue the Staff Power Point Presentation Competition following the 2012 Annual Session.

Finally, Council is investigating updating the content and website design for the Office Design Manual section of the [aomembers.org](http://aomembers.org) website.

## Council on Orthodontic Education



W. EUGENE ROBERTS | D.D.S., Ph.D

The last meeting of COE was October 24, 2011 in St. Louis. The next meeting will be at the ADEA Meeting in Orlando March 10.

**2012 AAO DEANS' LUNCHEON**  
The March 19, 2012 AAO Dean's Luncheon lecture will focus on: 1) the requirement of licensure for practice limits for academics, 2) dental therapists (mid-level providers), 3) student indebtedness and impact on the profession, 4) Roseman orthodontic program's for-profit education model.

### Student Debt

That AAO study the issue of the impact of student debt on the future of the orthodontic specialty by contracting a consultant to prepare a report. And further, to consider forming a task force to explore ways to address any recommendations.

On vote: Approved unanimously

### 2012 William Proffit Educational Leadership Conference

May 4, 2012, COE will present the William Proffit Educational Leadership Conference. Dr. Proffit has been invited to be the honoree. The initial organization for the Society of Orthodontic Educators, as an academic group affiliated with COE, is expected to be the major thrust. Dr. Vince Kokich has asked to make a presentation at the conference.

### Craniofacial Anomalies and Special Care Fellowship

Dr. Lindsay Schuster was named the recipient of the 2010-2011 Craniofacial Anomalies and Special Care Fellowship, but she did not receive an academic contract before the end of the fiscal year on May 31.

### Snodent

Dr. Wiltshire reported the Committee has reviewed the glossary of definitions and submitted its work. There are copyright issues to be resolved. Once approved the glossary could be linked to AAO members' websites.

### CODA

The ORC recommended and the Commission has passed two additions to the Orthodontic Standards with an implementation date of July 1, 2012. The Standards read as follows: 1. The program Director and faculty must prepare students/residents to pursue certification by the American Board of Orthodontics, and 2. The program director must document the number of graduates who become certified by the American Board of Orthodontics.

Accreditation standards will be developed for Dental Therapy since CODA considers that dental standards should be developed and accredited through CODA since they are the dental accrediting body recognized by the ADA and the Department of Education.

### Match Background Checks

The ADEA PASS staff members confirm they are in the process of adding security checks for criminal backgrounds. ADEA is informing all programs that they have signed up to participate in the ADEA PASS criminal background check program, so they must be aware of these statements.

### Ethics Curriculum

The COE Chair, Dr. Leslie Will, presented an initial proposal for an ethics curriculum that could be

conducted in four sessions for review and comment. Dr. Tadlock offered to review the curriculum. Dr. Yen recommended presenting the curriculum for discussion at the 2012 Educational Leadership Conference.

### Society of Orthodontic Educators (SOE) Governance

Dr. Ahman replied to Dr. Poole that the edits to the bylaws would give COE oversight to the SOE by request of the Governing Documents Committee. The SOE will be an advisory committee of the AAO and must comply with all AAO bylaws and rules. Subject to the Board's approval at its November meeting, the SOE could be organized in Hawaii. Dr. Wiltshire requested that COE invite the program directors to send at least two representatives per program for the SOE organizational meeting. It was moved and unanimously voted that the Chair of COE, Dr. Leslie Will, will be the first President of SOE.

### Graduate Admissions Examination

The national board exam will soon be pass-fail so it will provide little information for admission of residents to graduate orthodontics programs. In considering options for a replacement entrance examination, Dr. Lipp reported concerns over the lack of calibration for the Personal Profile Index (PPI) and resulting confusion over the recommendations. AAOMS is still pursuing development of an entrance exam. Other dental specialties are no longer pursuing development of a new exam. Many programs plan to use the Graduate Records Exam (GRE) as a screening exam. Although the GRE is not a "dental" examination, is a good index for the general knowledge of applicants and their potential for research as masters degree candidates.

### AAO Dues Reduction for Faculty at Non-Accredited Orthodontic Programs

COE only supports AAO dues reduction for faculty of accredited orthodontics programs.

# Council on Orthodontic Health Care



ROBERT J. BROWN | D.D.S., M.S.

The council on Orthodontic Health Care was called to order via video teleconference on January 21, 2013 at 8:25 AM CST. Present were: Dr. Paul McKenna, Chairman; Dr. Robert Brown; Dr. David Drake; Dr. Mike Durbin; Dr. William Kochenour; Dr. Robert MacLean; Dr. Robert Prince; Dr. Stephen Robirds; Dr. Norman Nagel, AAO Code Consultant; Dr. Robert Varner, Board Liaison; and Ms. Ann Sebaugh, Staff Liaison.

## Welcome and Introduction

Dr. McKenna welcomed members to the meeting and thanked everyone for their perseverance in working through all the issues associated with holding the meeting via video teleconference. This was our first attempt to hold our council meeting via video teleconference and it was quite successful.

## Board Liaison Report

Dr. Varner noted that Drs. Nagel and Kochenour will represent the AAO and COHC well in the upcoming Code Advisory Committee (CAC) meeting. Dr. Varner further noted that, as the first meeting of the newly established coding body, this meeting will be critical as the group establishes protocols. Dr. Varner concluded by noting that COHC is a good group to work with.

## Council on Communications (COC) Liaison Report

Dr. Brown provided an overview of the following COC initiatives being undertaken. Of particular interest were the educational PowerPoint presentations that are being developed and include information on orthodontic emergencies, hygiene, benefits and different types of orthodontic treatment. The council thought the following ideas might be of interest to COC:

- Consider distribution of the information via DVD or eblast to the AAO membership to make the membership aware of what AAO has accomplished for them in the past years by adding information to videos that are shown during Annual Session in conjunction with Opening Ceremonies
- Prepare resource materials in video format that can be streamed via the AAO website or eblasted with a link to the video
- Make the AAO membership aware of such materials via an article published in the Bulletin

Ms. Sebaugh will forward the council's ideas to the COC staff liaison for consideration.

## Dental Benefits Advisory Service (DBAS) Report Hotline Calls

Ms. Sebaugh reported that, for 2011, the AAO Hotline experienced 329 calls. Call content statistics are as follows:

- 39% of all calls relate to CDT coding issues
- 29% of all calls relate to reimbursement issues
- 16% of all calls relate to "other" issues
- 11% of all calls relate to medical coding issues

- 5% of all calls relate to HIPAA issues

## Member Education

Ms. Sebaugh reported that educational articles on the recent HIPAA 5010 mandates had been distributed to the AAO membership via eblast. Additional articles will be distributed to the membership as newsworthy topics are identified. In addition to eblasts, member educational materials may be distributed via the AAO Staff Club Newsletter and the Bulletin.

Additional educational opportunities that may be explored are:

- Coding Forum-Question and Answer program held during Annual Session where a panel responds to audience questions on coding, reimbursement, etc.
- Unusual Circumstances-Publish articles and information on some of the unusual circumstances experienced by Hotline callers.

Ms. Sebaugh noted that several of the DBAS Hotline callers were new orthodontists seeking coding, reimbursement and practice management information. A new member informational packet has been developed that contains resources helpful to any new practitioner. The resource packet has been very well received

It was requested to forward a copy of the informational packet to all members of the council.

Partnership with the American Cleft Palate Association (ACPA)

It was reported that, in keeping with the council's charge to build relationships with allied dental organizations, progress has been made in working with the ACPA.

CONTINUED ON PAGE 12

## Council on Orthodontic Health Care

CONTINUED FROM PAGE 11

The Executive Director of the ACOA contacted Ms. Sebaugh for help in locating an AZ orthodontist qualified to render craniofacial treatment to an individual not able to afford or locate the care. The groups agreed to continue to work synergistically in the future.

### CDT Coding

Dr. Nagel provided an overview of the expected configuration and protocol for the upcoming ADA Code Advisory Committee meeting formerly known as the Code Revision Committee. Drs. Nagel, Kochenour and Ann Sebaugh will be attending the meetings on behalf of the AAO. The group will report back to the council after the meeting takes place. Dr. Nagel noted that the ADA Council on Dental Benefit Programs has oversight for the new coding process.

Dr. Nagel reported that a large number of code requests have been submitted by the American Association of the Oral and Maxillofacial Radiology (AAOMG) and will be considered by the CAC. The basis of these requests is to change verbiage from "films" to "digital images."

### COHC Consultant

Dr. Nagel provided a brief overview of his activities on behalf of the council and the AAO. Dr. Nagel noted that, per AAO Board approval, he would be attending the American Association of Dental Consultants (AADC) meeting scheduled to be held May 17-20, 2012 in Lake Buena Vista, FL.

The council debated the issue of AAO representation at the National Association of Dental Plans (NADP) meeting scheduled to be held September 10-13, 2012 in Phoenix, AZ. Based on the character of the meeting content and the fact that the

leadership of the payer industry will be present, the council deemed AAO representation at the meeting to be important.

### Coding Webinar

Dr. Norman Nagel reported that preparations are underway for the coding webinar that will be presented in March, 2012. Two webinars will be held and will be presented on the following date:

- Thursday, March 15, 2012 at 5:15-6:30 PM Pacific time
- Tuesday, March 20, 2012 at 7:00-8:15 PM Pacific time

Dr. Nagel noted that the following components will be included in the webinars:

- CDT coding information
- Medical coding for Cleft/Craniofacial anomalies, sleep apnea and TMD
- Use of state Departments of Insurance and insurance commissioners
- Use of Prompt Payment Laws
- Q & A session
- Any other items suggested by COHC
- Dr. Paul McKenna will serve as Moderator for the sessions

### Coding education presentation(s)

The council noted that it is vitally important to distribute an appropriately framed message to human resources industry representatives reinforcing that an orthodontic benefit is valued by employees. In addition, it would be helpful to provide information on how to select orthodontic benefit plans and to outline the advantages of using an orthodontic specialist to these individuals as well. In an effort to distribute information, the council will be exploring the possibility of partnering with other dental organizations to provide a joint message.

### Access to Orthodontic Health Care Medical Insurance Coding for Craniofacial and Special Needs Procedures

Dr. MacLean provided an overview on the report compiled to address medical coding for cleft and craniofacial procedures. Dr. MacLean noted that the coding of medical vs. dental claims is much more complicated.

The council discussed the possibility of compiling separate sheets containing medical coding for cleft & craniofacial, TMD and Sleep Apnea cases. It was noted that, due to the level of detail needed when submitting claims for accident patients, it would be wise to encourage offices to call the DBAS Hotline for help in securing coding for these types of claims. The council further noted that, if such sheets were to be published, they should carry a disclaimer indication that use of specific coding will not guarantee reimbursement.

### AAO Access to Care Task Force (ATC TF)

Dr. Robirds provided a report on the status of the AAO Donated Orthodontic Services program and noted that the programs in the five pilot states continue to experience growth and success. To enhance program oversight efficacy, the ATC TF has been divided into two components; program organization and program sponsorship. Corporate sponsorships will be sought to fund program expansion. Patients accepted to receive care will be charged a \$200 administrative fee which will cover administrative costs of the program. A charitable organization will be formed to handle program funds.

CONTINUED ON PAGE 13

## Council on Scientific Affairs



NAN HATCH | D.M.D., Ph.D

### Thomas M. Graber Award of Special Merit to:

Dr. Jordan Lambertson from the University of Colorado for research titled *Compound Topical Versus Injection in Perception of Pain During Miniscrew Implant Placement: A Randomized Clinical Trial*

Dr. Alfonso Navarrete from the University of Washington for research titled *Botulinum Neurotoxin Type A: Effects on Bite Force, Masticatory Function and Incisor Eruption in Rabbits*

Dr. Neelambar Kaipatur from the University of Alberta for research titled *Bone Burden of Bisphosphonates During Orthodontic Tooth Movement in a Rat Model*

Dr. Jessica R. Lynch from the University of Connecticut for research titled *Effect of Maxillary Incisor Retraction on the Labial and Palatal Alveolar Bone: A Case-Control Study Using CBCT*

The 2013 Hellman, Sicher, Graber Award application will be available on March 15, 2012 on the AAO website. The deadline to apply for these awards is October 15, 2012.

COSA accepted 24 Oral Research applications, 442 E-Poster applications and 42 Table Clinic applications to be presented at the 2012 AAO Annual Session. There will be no hard copies of Posterboards displayed

at Annual Session. E-Posters will be available for viewing during the Annual Session and for two months after Annual Session on the AAO website.

The BOT has asked COSA to monitor research on orthodontic appliances and processes that could potentially change the doctor/patient relationship through “direct to consumer” products for orthodontic treatment, for the potential impact on the well-being of the patient. COSA members will review this directive at their meetings.

COSA continues to be involved with evidence based orthodontic research. Article citations are being added to the evidence based orthodontic research website on a regular basis. The website is found on the AAO website.

COSA’s next meeting is on Friday, May 4, 2012 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics and awarding the Joseph E. Johnson Table Clinic Award and moderating the Oral Research presentations.

COSA meets every January by videoconference. The next videoconference meeting is scheduled for January 4, 2013.

The Council on Scientific Affairs (COSA) met via videoconference on January 6, 2012.

COSA reviewed 22 applications for the Hellman, Sicher, and Graber Awards. The winners will present their lectures during Annual Session. The following are the 2012 AAO Research Awards winners:

**Milo Hellman Research Award** to Dr. Ashwini Joshi from the University of Michigan for research titled *Temporomandibular IGF-1 Injections Enhance Mandibular Growth and Condylar Bone Deposition in Male Adolescent Sprague Dawley Rats*

**Harry Sicher Research Award** to Dr. Brienne Roloff-Chiang from the University of Washington for research titled *The Effectiveness of Mi Paste Plus™ and Prevident® Fluoride Varnish for Treatment of White Spot Lesions: A Randomized Controlled Trial*

## Council on Orthodontic Health Care

CONTINUED FROM PAGE 12

Dr. Robirds reported that an additional committee to evaluate the possibility of a partnership between the AAO DOS, Smile Change Lives and Smiles for a Lifetime programs has been formed. The Access to Care Collaboration Committee has been charged with studying a poten-

tial collaboration/consolidation of the access to care programs with the thought that, because the programs share the same ultimate objective and are similar in nature, a partnership might help ensure as much nationwide coverage as possible. The committee will report their findings

back to the AAO Board of Trustees.

Future meetings are as follows:

- July 21, 2012-St. Louis, Mo
- January 26, 2013-Video teleconference



SCOTT A. JAMIESON | D.D.S., M.S.

### ABO Written Examination

The 2012 ABO Written Examination will be conducted during the week of April 17-22 at Pearson-VUE Computer Centers across the United States and Canada. The Online registration was extended through January 6, 2012. After being registered, the residents and other candidates will receive instructions for reserving their test date with the Pearson-VUE Testing Center.

### ABO Website Offers Online Resource for the Written Examination

The 2012 Written Examination Guide and reading List is available on the ABO website.

### ABO Clinical Examinations for 2012

The next ABO Clinical Examination will be held in Dallas on February 18-22 and is now full with 252 registered examinees. This will be the last Clinical Examination that the ABO will hold in Dallas. The June 11-15, 2012 exam that will be held in St. Louis is also full with 120 registrants. The final 2012 exam will be held November 14-18, 2012. For residents, the Clinical Examination registration is open for the November, 2012 examination and the deadline for registration is August 15, 2012.

### ABO Website Details Banking Process for the Certification Examination

Residents can meet the case-presentation requirements of the Initial Certification Examination (ICE) in stages by banking cases from their

residency program. If you are interested in learning more about this process and the case-presentation requirements of the ICE, visit the ABO website for more information.

### Board Case Oral Examination (BCOE) Example Online

Residents may review an example of the Board Case Oral Examination (BCOE) on the ABO website.

### Digital Models for the Clinical Examination

Pretreatment and interim or pre-surgical models may be submitted digitally; otherwise, they will need to be submitted in the form of physical (plaster) models. Final (retention) study models must be submitted in the form of physical (plaster) models.

### Electronic Case Submission (ECS)

At the November 2011 Clinical Examination, a trial was conducted of the new Electronic Case Submission (ECS). All records were submitted electronically, with the exception of the final plaster models. The results of the trial are promising. Thus, the development of the Electronic Case submission (ECS) process continues on track and the Board of Directors will soon be ready to invite orthodontic software companies to collaborate in the process of submitting records directly from their client software to the ABO exam submission website.

### ABO Appreciates the Contributions from New Examiners

The ABO welcomed four new examiners at its November Clinical examination in St. Louis, MO.

Thank you to Drs. Paul Armbruster, (SAO), Michael Chaffee, (PCSO), Calogero Dolce (SAO) and Michael Vermette, (NESO). The ABO will welcome four more new examiners at the February Clinical examination in Dallas, TX: Drs. David Briss, (NESO), Diane Milberg, (PCSO), Anthony Puntillo, (GLAO), and Thomas Ahman, (GLAO).

### ABO Announces New Diplomates, Newly Recertified Orthodontists

The ABO certified and recertified 83 examinees who participated in the Clinical Examination in November in St. Louis, MO. Eighteen of the new Diplomates completed the Initial Certification Examination (ICE). Ten orthodontists banked cases for the eventual completion of the ICE. There were three GLAO orthodontists who became new Diplomates of the ABO, they are:

Dr. Joseph L. Janowski, Lima, OH  
Dr. Annelise H. Sullivan, Sidney, OH  
Dr. Ann W. Walters, Marion, OH

Congratulations to the new GLAO Diplomates. Thank you for your dedication in taking this Clinical Examination, and completing the requirements to become American Board Certified.

### 2011-2012

#### ABO Board of Directors

**Dr. Barry S. Briss**  
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NESO Director

**Dr. Scott A. Jamieson**  
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**Dr. Jeryl D. English**  
Immediate Past-President



RODNEY D. HYDUK | D.D.S., M.S.D.

The College of Diplomates installed new officers and new councilors during its annual meeting held July 15-19, 2011 at The Lodge at Torrey Pines, La Jolla, CA.

The College installed **Dr. Rodney Hyduk** of Troy, Michigan as president; Dr. Michael Guess of El Dorado Hills, California as president-elect; Dr. Robert Moss of Albany, Georgia as secretary and Dr. Kimsey Anderson of Albuquerque, New Mexico as treasurer. **Dr. Eric Dellinger** of Angola, Indiana was installed as new incoming councilor. Dr. Kenneth M. Hrechka of Oxon Hill, Maryland, Dr. James Williams of Austin, Texas, Dr. Paul Miller of Quincy, Illinois and Dr. Terry Sobler of New City, New York will continue to serve on the College Council.

Dr. Perry Opin was awarded the College's Founders Award for his exceptional dedication to the College and for his leadership example to the College Council and the orthodontic community. The first Samir Bishara Award of Merit was presented to Dr. John Whitaker and Dr. Peter Worth for their unself-

ish contributions to the College, by volunteering their time to give review courses for the ABO Clinical Exam at the AAO and PCSO Annual Sessions.

The College and ABO have formed a joint committee to organize volunteers to make presentations in the orthodontic residency programs promoting and encouraging ABO Certification. If interested in this volunteer program, please contact Dr. John Kanyusik at [kanyusik@hickorytech.net](mailto:kanyusik@hickorytech.net).

An ad hoc committee, headed by myself with the support of College committee members including Dr. Eric Dellinger and Dr. Perry Opin, was established by the council to address mutual problems of concern affecting our specialty. We met with the leadership of the AAO and the ABO to discern areas of mutual concern after the AAO's winter conference in January, 2012, on Marco Island. We had some very interesting and productive discussions and are planning on meeting on a regular basis following all future AAO winter conferences.

The College will offer the board certification preparatory course at constituent annual sessions this fall and I will be representing the College at the 2012 GORP Annual Meeting in Ann Arbor, Michigan.

At the 2012 AAO Meeting in Hawaii, CDABO will hold their annual luncheon on Saturday, May 5th, their Resident Case Display program Sunday - Tuesday, May 6-8 and will offer courses to prepare for the ABO Clinical Exam on Friday

May 4th. The registration form for the courses and the luncheon can be found on the College's Web site at [cdabo.org](http://cdabo.org).

The 2012 College of Diplomates' Annual Summer Meeting will be in the Midwest this year July 19-23 at The Inn at Bay Harbor in Bay Harbor, Michigan. The scientific program, "*Imbalance to Balance*," *Diagnosing & Treating Facial Imbalances for the Orthodontic Patient* will be insightful, cutting edge and as planned, full of lively discussion. Speakers include: Drs. Peter Buschang, Hugo De Clerck, Hans Friede, Jamie Gateno, Ian Jackson, Mario Polo, John Spolyar, Myron Tucker

If you have never been to Michigan, you are in for a very pleasant surprise, and if you have, you will be in for a fantastic experience. It will be an honor to have you attend our annual meeting, "in my backyard" along with other events that the College will be presenting in the upcoming year.

Please go to the links below to view the meeting site and a few of our speakers from the craniofacial team at William Beaumont Hospital.

Registration materials will be posted at [www.cdabo.org](http://www.cdabo.org) and mailed to members in the spring. We hope to see you there!

To learn more about the summer conference:

<http://vimeo.com/26410493>  
<http://vimeo.com/25139041>

## POSITION OPEN! GLAO Director for the ABO

A member of the Great Lakes Association of Orthodontists serves as a Director for the American Board of Orthodontics (ABO). Dr. Scott Jamieson will conclude his term as the GLAO Director for the ABO in May, 2013. The GLAO Leadership is seeking interested and qualified candidates beginning their term in May, 2013. If you are interested in serving the GLAO in this capacity, please submit a letter of interest and curriculum vitae to the GLAO office [GLAO@AssnOffices.com](mailto:GLAO@AssnOffices.com), no later than April 30, 2012. Please go to the following link on the GLAO website to view the position description [www.glaio.org/news/index.cfm](http://www.glaio.org/news/index.cfm).



STEPHEN E. HERSHEY | D.D.S., M.S.

### Our Results:

The Mission of the AAOF is to advance the orthodontic specialty by supporting education and research. Foundation funding ensures the future viability of the specialty by investing in the next generation of educators and researchers.

Since 1994, the AAOF Foundation Awards Program has provided over \$8.0 million in funding, primarily in support of Junior Faculty, including:

148 Fellowship Awards

148 Research Awards

Over 1,000 Gifts in Support of Orthodontic Education

Support for Junior Faculty has resulted in:

Publications – over 100 articles and abstracts, most of which have been published in journals within orthodontics, but many in journals outside the specialty and the profession.

Lectures – scores of lectures at dental, orthodontic and at other scientific meetings as well.

Professional advancement – to date at the 70 graduate orthodontic residency programs in the U.S. and Canada there are:

28 Department chairs and/or directors funded while Junior Faculty

Numerous tenured, associate and full professor positions

11 N/H funding recipients

80% of Junior Faculty supported by the AAOF remain in full-time academics after five years.

On the AAOF web site, there are Final Reports from some 250 peer-reviewed Funded proposals.

### Awards:

For 2012 we have received 33 proposals for the Awards Program, requesting an aggregate of \$775,000. All have been sent for peer review, and recommendations for funding by the Foundation Board at our February meeting. Announcements of fundings are scheduled to be posted on the Foundation web site [www.aaofoundation.net](http://www.aaofoundation.net) by June 1st.

### Legacy Collection Project:

As previously announced, the \$1.4 million campaign to fund the Collection Project [www.aaoflegacycollection.org](http://www.aaoflegacycollection.org) was reached ahead of schedule late last year. (Who said it couldn't be done?)

- For a listing of those orthodontists, study clubs, alumni associations, constituent and component organizations and friends of the specialty who supported this effort, see Legacy 300 Campaign.

Our thanks to all of you.

### Continued Commitment to the Specialty

Rather than pledge at whatever level, many of your colleagues have made an open-ended, ongoing commitment of a minimum of \$100 minimum per month, either by bank authorization or credit card.

- See Campaign Options for this and other ways to make your Continued Commitment to the Specialty on our website.

I have particularly enjoyed serving as the GLAO director to the Foundation for the last 8 years. It has been a privilege to work with all of you. As your new representative Gene Roberts begins his term, I can only re-state what you all know. He will be a tremendous asset to the Board in the continuation of its fine work.

If we may assist you, please contact me directly at [shershey@sbcglobal.net](mailto:shershey@sbcglobal.net) or Robert Hazel at 800-424-2841 or [rhazel@aaortho.org](mailto:rhazel@aaortho.org).

## Consider Serving the GLAO in a Leadership Capacity!

As positions become available, the membership will be notified via email.

Members may also visit the GLAO website for postings of available positions and their descriptions: [www.glao.org](http://www.glao.org).

For more information, contact the GLAO office at [glao@assnoffices.com](mailto:glao@assnoffices.com) or 877-274-6420.

*We encourage you to* **GET INVOLVED IN THE GLAO!**



J. RICHARD PFEFFER | D.M.D., M.D.S

The PAC met jointly with COGA in Washington, DC at the Advocacy Conference on Monday, January 23, 2012. The PAC had a successful year of fundraising. We raised a total of \$242,769 compared to \$219,030 for the previous year.

John Hancock was a consultant hired by BOT to help us better organize our PAC fundraising. His contract has expired. He set in motion some very good ideas that we will be building upon. Our contact person with the AAO will be Kevin Dillard, the acting General Council, and he will assume many of the responsibilities of John Hancock. We will continue to work through our

state liaisons to build a bigger and better PAC. They are:

Aaron Dellinger, Indiana  
 Greg Oppenhuizen, Michigan  
 Phil Beckwith, Ohio  
 Rick Pfeffer, Pennsylvania.

Decisions were made on allocation of funds. These decisions are based on the recommendations of our lobbyist, Patton Boggs. We continue to support those law-makers and potential law-makers who share our beliefs or are people who are on committees that have significant influence in small business or health care matters. We will meet again this Summer or early Fall to evaluate the races and make additional campaign contributions were appropriate. A complete list of recipients of PAC contributions is available. Please contact me.

We are discussing ways to improve the PAC's size, influence, and visibility. Ideas include gifts at the Annual Session for anyone donating more than a predetermined amount, making our website more user friendly for PAC donating, and continuing to communicate with our membership about our past suc-

cesses and government policies that need our input.

In our discussions with legislators, the issues that were on the front burner for us involved Flexible Spending Accounts, access to quality dental care, support of small businesses, and the excise tax on medical devices. We stressed the importance of primary pediatric dental care in the Assisted Health Benefit Package established through the Affordable Care Act. Under Obama Care, the Flex Spending Accounts will have an annual cap of \$2,500 starting in 2013. Sixty-three percent of our patients use FSAs to pay for our services and we are urging that the cap be raised. Starting in 2013 an Excise Tax on medical devices will be instituted. This tax will apply to orthodontists for x-ray equipment, instruments, cements, and ceramic brackets among other things. This tax, which will likely be passed on to the patient, will negatively affect access to oral care at a time when many are struggling to deal with their health care needs because of a tough economy. We continue to stress the importance of taxation issues which affect all of us as small businesses.

## MARKET YOUR PRACTICE: Access FREE Practice Marketing Solutions at AAOinfo.org

- ✦ A complete, customizable ad campaign, including print, TV and Web ads
- ✦ Additional individual print ads available for customization
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Visit [www.AAOinfo.org/MyPractice/Marketing/index.cfm](http://www.AAOinfo.org/MyPractice/Marketing/index.cfm).

Log-in with your member number and password will be required.

To learn more about customizing ads for your practice,

contact the AAO marketing department: Linda Gladden or Pam Paladin at 800-424-2841.

# COMPONENT UPDATES



## Indiana Association of Orthodontists

DR. ANTHONY PUNTILLO



The Indiana Association of Orthodontists held its annual meeting November 4th & 5th in Indianapolis. Membership elected; Dr. Lana Helms - President, Dr. Mark

Rosenthal - President-Elect, Dr. Serkis Isikbay - Secretary / Treasurer. Dr. Helms is currently planning our next meeting which is tentatively scheduled for either October 12th or 13th, 2012, to be held in conjunction with the Indianapolis GLAO. We look forward to welcoming GLAO members and their staffs to our state and the fantastic city of Indianapolis. Additionally, in an effort to improve communications between IAO leadership and our members, the Indiana Association of Orthodontists recently launched our new website (INAOrtho.org). Please visit this valuable new resource for information about our organization.



## Michigan Association of Orthodontists

DR. JOSEPHINE WEEDEN



The MAO has had a busy winter. We are currently preparing for our annual MAO meeting that will be

held in Ann Arbor at Weber's

Inn. The featured speaker will be Bruce Christopher from Minnetonka, Minnesota. Bruce is a psychologist and humorist and will be presenting to both staff members as well as doctors. The meeting will be Friday, June 15th, 2012. The cost for MAO members is \$250 per person and \$300 for non-MAO members. Staff members are \$100 each. There will be no on-site registration available so please plan ahead. There will be a block of rooms at Weber's Inn held under the name of MAO at the reduced rate of \$109 per night. To reserve a room, please contact Weber's Inn reservations at 1-800-443-3050. Reservations may also be made online at [www.webersinn.com](http://www.webersinn.com). Use the promotional code MAO062012TH. In addition to the featured speaker, we will have our annual MAO business meeting and a lecture on pain management. Dr. Sharon Aronovich will discuss TMD and orofacial pain." Dr. Aronovich is the assistant program director of the Oral and Maxillofacial Surgery Residency program at the University of Michigan in Ann Arbor. Remember that in Michigan, you need to have 1 CE credit every three years that is specifically for pain management in order to renew your license. Both the business meeting and pain management lecture are for doctors only. Space is limited so please don't delay. We look forward to seeing you there and updating you on our work over the past year. If you have any questions about the meeting or want to register for the meeting please contact Mandy Tomich, our Executive Director, via email [mandy@dodakjohnson.com](mailto:mandy@dodakjohnson.com) or phone 517-708-2916. You can also go on the MAO website, [maortho.org](http://maortho.org) to print out the registration information.

The MAO board has decided to try using technology to help coordinate our meetings and allow board members who live far away from Lansing (our normal meeting place) to save several hours of driving. Our last meeting was a video conference using Skype and the meeting prior to this we had a telephone conference. Both of these meetings were successful and we plan to utilize the video conferencing again in the future. With Michigan winters being unpredictable this gives us an alternative to driving in questionable weather in the winter months.

The MAO board is currently working on revising our Constitution and Bylaws. Drs. Monticello and Oppenhuizen have spent countless hours working on revision and the board has been reviewing and discussing changes over the past six months. We hope to have the new bylaws accepted by our members and in place in the near future. Our goal is to have the new bylaws represent who we are, what we do and how we do it in a reasonable and flexible way. Thank you to everyone who has worked hard on this project. It will serve us well in the future.

We continue to have MAO board members attend the Michigan Board of Dentistry meetings in order to keep a presence at the legislative level. This allows the membership to follow changes in the legislation related to dentistry and our specialty. We are working with legislators in an effort to address dental specialty advertising by general practitioners. There are many allegations every year but the route through the allegation process is very long and circuitous. We are trying to make the process more streamlined in

order to decrease the number of recurring offenders. The Board of Dentistry CE committee met recently and finalized the allowance of volunteer work for dental education. If a dentist volunteers for 2 hours, one credit of CE will be earned, up to 10 total credits.

There have been some changes to our leadership. Dr. Lisa Davis had to step down from the board and therefore, our President Elect is currently Dr. Lainie Shapiro. She is in the process of organizing our 2013 annual meeting. We look forward to a great year with her leadership.

Check out our website:  
maortho.org

As always, I appreciate the opportunity to represent you and can be reached at [jcweeden@umich.edu](mailto:jcweeden@umich.edu).



## Ohio Association of Orthodontists

DR. JEFFREY L. GILMORE



The Ohio Association of Orthodontists held their annual membership meeting during the GLAO annual session last fall in Pittsburgh. At that time the 2011-2012

officers and directors were installed:

**Dale Anne Featheringham**  
*President*

**Brian Hockenberger**  
*Vice President*

**George Kast**  
*Secretary/Treasurer*

**Dan Deangelo**  
*North East Director*

**Alex Cassinelli**  
*South West Director*

**T J Robinson**  
*North West Director*

**Robert Brown**  
*Central Ohio Director*

*South East Director: unfilled*  
Jeff Gilmore Representative to GLAO

The board continues its focus on serving the membership as an advocate on all issues that impact the practice of orthodontics in the state of Ohio. Misleading statements and claims through various media forms made by non orthodontists is a current area of investigation by the board.

We are in the process of updating our website: [ohioassociationoforthodontists.org](http://ohioassociationoforthodontists.org) and will continue our efforts to communicate with our membership through direct mailings and emails. We have recently completed a review of our association's investments with our advisor from Dimeo Schneider.

We have partnered with both the Ohio Dental Association and the Cleveland Society of Orthodontists having a presence at both the ODA annual session in 2010 and the CSO in 2011.

Our next membership meeting will be held in conjunction with the GLAO annual session in Indianapolis this fall.

There is an immediate need for a director in southeast Ohio. If you live in this region of the state and would like to serve our profession please contact Dr. Dale Anne Featheringham at [daleannef@aol.com](mailto:daleannef@aol.com) for more information.



## Ontario Association of Orthodontists

DR. JEFF BERGER



### Incorporation

Currently, the OAO is incorporated provincially but not federally. The purpose of incorporation is

to protect our membership and to be in compliance with our affiliation agreement. Since the Federal government is planning significant changes to "not for profit" organizations the OAO will require a new affiliation agreement.

### ODA

#### (Ontario Dental Association)

The OAO has an orthodontist on the ODA council. However, their obligation is first to dentists and not the OAO. For greater transparency, the OAO is interested in having another orthodontist, who would represent only the OAO. This is a 3-year term.

### Helpline

Dr. Jim Posluns has assumed the Helpline mediations role. The OAO Executive Board members wished to thank Dr. Stan Markin for his years of Helpline service and greatly appreciated his skillful resolution of many cases. At the same time, the OAO Executive Board wanted to congratulate Dr. Jim Posluns on his recent appointment as Director of Clinics and Assistant Dean at the Faculty of Dentistry, University of Toronto.

CONTINUED ON PAGE 20

## Ontario Association of Orthodontists

CONTINUED FROM PAGE 19

### Website

Discussions on further updating the OAO website are being explored.

### PAC

The OAO has submitted a proposal to the AAO to partner with them for a cable TV campaign, as a pilot program. This would combine the OAO budget of \$100,000 with a redistribution of 40% of the current Canadian portion of the CAP (Consumer Awareness Program) funds. Such a joint partnership would allow the OAO to more effectively deliver the CAP message about the unique qualifications of orthodontists on a local basis.

The Canadian print ads – “Your Lifestyle, Your Smile” – will have the CAO logo.

**Dr. Julianne Peterson**  
*President*

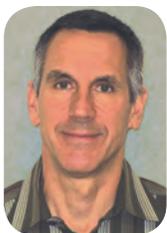
**Dr. Barry White**  
*Vice President*

**Dr. Anthony Mair**  
*Secretary-Treasurer*



## Pennsylvania Association of Orthodontists

DR. WALTER SCHRATZ



Legislators returned to Harrisburg in January for the second year of a two-year legislative session, which will end in November 2012. Any legislation that

fails to pass the General Assembly will “die” and need reintroduced during the 2013/14 session. More than 5,000 bills are introduced in the General Assembly each session and dozens of them have the potential to have a positive or negative impact on the dental profession. Below is a summary of dental-related bills that have been introduced this session.

### Prohibiting Caps on Non-Covered Services – HB 1537 and SB 1144:

This legislation prohibits insurers from capping non-covered dental services because insurers do not have the right to interfere in the financial arrangements made with patients once the insurer’s contractual obligations are met.”

### Insurance Coverage for General Anesthesia for At-Risk Patients – HB 532:

Rep. Stan Saylor (R-York) introduced legislation requiring insurers to cover the cost of general anesthesia to young children and individuals with special needs when needed for dental care. This bill is aimed at improving access to timely and quality dental care for those in need.

### Assignment of Benefits Legislation – HB 1536:

This legislation would require insurers to assign benefits to dentists when they treat patients but do not participate with their insurance plans. This issue is about patient choice and fairer reimbursement policies from insurers.

### Liability Insurance Coverage – SB 388:

Sen. Pat Vance introduced legislation that would require dentists to carry a specified amount of liability insurance. This legislation was introduced because dentists are one of the few health care providers not required to carry this insurance. This bill applies to dentists who are licensed and practicing and exempts those dentists who have coverage through an employer or who work in a community-based setting which provides the coverage.

### Legislation Restricting Time Period in Which Insurers May Retroactively Deny Claims:

This bill limits the timeframe in which insurers retroactively deny clean dental (and other) claims to 12 months or less.

### Funding in the Health Practitioner Loan Forgiveness – SB 278:

SB 278 would increase funding in the Department of Health’s health-care practitioner loan forgiveness program. Currently, general dentists who serve in shortage areas may apply for loan repayment up to \$64,000, depending on years of service. If passed, funding would increase to \$75,000 for each practitioner.

### Community-Based Health Care Program – SB 5:

SB 5 would established a program to provide grants to community-based health care clinics to expand and improve health care access and services and reduce unnecessary utilization of hospital emergency services. This bill includes the expansion of dental services.

### Legislation for Electronic Transfer of Patient Records – HB 863:

The federal and state governments are offering grants to eligible health care providers to invest in the technology that will allow them to electronically transfer patient records to each other and other entities such as insurers and hospitals. HB 863 would provide additional funding at the state level. Most dentists are currently exempt from the requirement to invest in EHR technology. Only dentists billing Medicare must have EHRs in place by 2015.

### Meeting Dates for 2012

#### Western PA Society of Orthodontists:

Apr 20th: Dr. Jane Soxman  
June 1st: Invisalign  
Sept. 14th: TBA  
Nov. 16th: TBA

#### Pennsylvania Association of Orthodontists:

June 15 & 16  
Hyatt Regency  
Chesapeake Golf Resort  
*Scientific Speaker:*  
Dr. Antonio Secchi

# GLAO Award *Nominations*

Congratulations to the following individuals that were selected by the GLAO Board of Directors as the GLAO nominees for these prestigious awards:

**ABO Albert H. Ketcham Award**  
Dr. Tiziano Baccetti

**ABO Dale B. Wade Award**  
Dr. Andrew J. Haas

**AAOF Louise Ada Jarabak Award**  
Dr. Roberto Justus

**ADA Norton M. Ross Award**  
Dr. Robert Vanarsdall

We recognize these individuals for their dedication to the specialty of orthodontics and we wish them the very best! For more information on these awards or the nomination process, go to the GLAO website at [www.glaio.org](http://www.glaio.org)

## ATTENTION Members:

If you know a spouse of a deceased GLAO member who would be interested in receiving GLAO newsletters and Annual Session invitations, please contact the GLAO office and provide their mailing address and email address. The GLAO recognizes that these individuals have become part of the GLAO family and may wish to continue to receive communications. You may email this information to [glaio@assnoffices.com](mailto:glaio@assnoffices.com) or call 877-274-6420.

## New Active Members

*New GLAO members since August of 2011*

Jashleen K. Bedi  
Daniel Bouwens  
Jesse Carmen  
Lisa M. Davison  
Joseph Dietrich  
Ryan Helms  
Andy C.S. Ho  
Thomas Kwong  
Marlon Moldez



Sharon Nguyen  
Cherie Nicolucci  
David Pechersky  
Dara L. Rinchuse  
Hani Sadek  
Lindsey Schilling  
S. Brooke Shank  
Gregory Tolmie  
Bryan Wirtz

## GLAO Calendar of Events



**2012**  
**GLAO Annual Session**  
October 11 - 14  
Hyatt Indianapolis  
Indianapolis, IN



**2013**  
**GLAO/RMSO Annual Session**  
September 26 - 29  
The Broadmoor  
Colorado Springs, CO



**2014**  
**GLAO/MSO Annual Session**  
September 11 - 13  
Chicago Hilton  
Chicago, IL

The GLAO will be conducting **electronic voting** again this year! Watch your mail and e-mail for more information in the coming months. **Be sure the AAO has your personal email address on file!**



**GLAO News** Fall deadline is **July 16, 2012.**



## Directors

### INDIANA

**Dr. Anthony M. Puntillo**  
1549 S. Court Street, #A  
Crown Point, IN 46307

### MICHIGAN

**Dr. Josephine Weeden**  
615 Bent Oak Avenue  
Adrian, MI 49221

### ONTARIO

**Dr. Jeff Berger**  
600 Tecumseh Road E #241  
Windsor, ON N8X 4X9  
CANADA

### OHIO

**Dr. Jeffrey L. Gilmore**  
510 Arends Ridge Road  
Marietta, OH 45750

### PENNSYLVANIA

**Dr. Walter W. Schratz**  
505 Valley Brook #101  
McMurray, PA 15317

*Mailing Address:*

### GLAO

17 South High Street, Suite 200  
Columbus, Ohio 43215  
www.glao.org

## GLAO Membership

	February 2012
Active	912
Affiliate	5
Academic/ Foreign Trained	5
Honorary	2
Life	142
Retired	33
Service	1
<b>Total</b>	<b>1,400</b>

## AAO Council Representatives

Council on **Communications**..... Dr. Stephen J. Belli  
 Council on **Governmental Affairs** .....Dr. M. Donald Hayes  
 Council on **Insurance**..... Dr. Eric J. Dellinger  
 Council on **Membership, Ethics, and Judicial Concerns**.....Dr. Richard M. Marcus  
 Council on **Orthodontic Education** .....Dr. W. Eugene Roberts  
 Council on **Orthodontic Health Care** ..... Dr. Robert J. Brown  
 Council on **Orthodontic Practice** ..... Dr. Michael W. Sherman  
 Council on **Scientific Affairs**..... Dr. Nan Hatch  
 Council on **New and Younger Members**..... Dr. Jason L. Charnley

## 2012 GLAO Delegates & Alternative Delegates



*The following  
will be representing  
the GLAO at the 2012  
AAO House of Delegates:*

### DELEGATES:

Dr. Phillip Beckwith  
 Dr. Jeff Berger  
 Dr. Dale Anne Featheringham  
 Dr. Jerry Hickman  
 Dr. Katherine Kula  
 Dr. John Monticello  
 Dr. Michael W. Sherman

### ALTERNATIVE DELEGATES:

Dr. Aron Dellinger  
 Dr. Richard Marcus  
 Dr. Valerie Marton  
 Dr. Gregory Oppenhuizen

## Recently Retired Members

Peter Brown  
 Richard W. Ellinger  
 James Ginzler  
 Donald D. Gustovich  
 Edward Louis Herremans  
 Velimir Ivanovski  
 Robert Julius  
 Michael G. Kelley  
 Paul Levin  
 Liza H. Pond  
 Edwin D. Secord  
 Charles M. Simons  
 Edward John Strauss Jr.  
 Richard P. Walker  
 Donald M. Wayne  
 Gerald M. Wesley  
 Timothy J. Wilkins

## Recently Deceased Members

Roland Albert  
 Gilbert V. Carter  
 Donald B. Shumaker  
 Samuel H. Tucker  
 Lisa Vecchione  
 Howard P. Barnes  
 Arnold F. Sarya  
 Stephen D. Beeker  
 William Duvendeck  
 W. Stuart Hunter



# Race to the Future!

## 2012 GLAO Annual Session

October 11 – 14 | Hyatt Regency | Indianapolis

### Confirmed Speakers

#### Doctor Speakers:

**Dr. William R. Proffit,**  
*Keynote Speaker*

**Dr. S. Jay Bowman**  
*Co-Sponsored by:*

OrthoAccel

**Dr. Nan Hatch**

**Dr. Sarandeep Huja**

**Dr. Richard Kulbersh**

**Dr. Edward Y. Lin**

*Sponsored by:*

Imaging Sciences International/iCAT

Orametrix/SureSmile

**Dr. J. Martin Palomo**

#### Staff Speakers:

**Mr. Ken Alexander**

**Ms. Elizabeth Franklin**

**Ms. Krista Hoffmann-Longtin**

**Dr. Gregory J. Jorgensen**

**Ms. Frith Maier**

*Sponsored by:*

Sesame Communications

#### Doctor/Staff Speakers:

**Ms. Jennifer Cochrane**

**Ms. Elizabeth Franklin**

**Ms. Joan Garbo**

**Mr. Steven P. McEvoy**

#### Thursday, October 11

8:00 am – 12:30 pm

GLAO Board Meeting

1:00 pm – 5:30 pm

Registration Open / Exhibitor Set Up

#### Friday, October 12

7:30 am – 3:30 pm

Exhibits Open with continental breakfast, breaks & lunch

8:00 am – 12:00 pm

Doctor Sessions

8:30 am – 12:00 pm

Staff Sessions

12:15 pm – 1:30 pm

ABO Update & Certification Luncheon

12:30 pm – 1:30 pm

Ohio Association of Orthodontists Annual Business Meeting

1:30 pm – 3:00 pm

Doctor Sessions

1:30 pm – 5:00 pm

Staff Sessions

3:30 am – 4:30 pm

GLAO Business Meeting

5:00 pm – 6:00 pm

New & Younger Member & Residents Mixer

6:00 pm – 7:00 pm

Welcome Reception in the Exhibit Hall

#### Saturday, October 13

7:30 am – 4:00 pm

Exhibits Open with continental breakfast, breaks & lunch

8:00 am – 12:00 pm

Doctor Sessions

8:30 am – 12:00 pm

Staff Sessions

12:00 pm – 1:30 pm

GLAO Past President's Luncheon (invitation only)

12:00 pm – 1:30 pm

COE/Educators Luncheon (invitation only)

12:30 pm – 1:30 pm

Michigan Association of Orthodontists Business Meeting

12:30 pm – 1:30 pm

Indiana Association of Orthodontists Business Meeting

1:30 pm – 5:00 pm

Doctor/Staff Sessions

6:30 pm – 10:30 pm

\*Event at NCAA Hall of Champions *Sponsored by 3M Unitek*

#### Sunday, October 14

8:30 am – 12:00 pm

Doctor/Staff Session

*\*Additional registration required*

Schedule-at-a-glance

### Hotel Information

The **Hyatt Regency Indianapolis** will be the host hotel for the 2012 GLAO Annual Session. The newly transformed Hyatt Regency Indianapolis is a contemporary hotel located in the heart of downtown Indianapolis.

Make your hotel reservations today! Go to [www.glaos.org](http://www.glaos.org) and click on the hotel reservation link provided to make your reservation online. If you prefer to make your reservations via phone, please call 800-233-1234 and request the GLAO rate. If reserving online through the Hyatt website, be sure to enter the group code, G-GLAO. Reservations must be made by September 19th!

**Online meeting registration will be available through the GLAO website soon!**

**Go to [www.glaos.org](http://www.glaos.org) for the latest information or call the GLAO office at 877-274-6420.**



**The Great Lakes Association of Orthodontists**

17 South High Street, Suite 200  
Columbus, OH 43215-3458

# BE SURE TO MARK YOUR CALENDARS!

**October 11 - 14, 2012**



**GLAO Annual Session**

Hyatt Indianapolis  
Indianapolis, Indiana

**September 26 - 29, 2013**



**2013 GLAO/RMSO Annual Session**

The Broadmoor  
Colorado Springs, Colorado