



## Michigan Component Report

February 19, 2026

On March 27<sup>th</sup>, the MAO will be hosting its annual session with a total of 6 speakers and in Detroit, MI at the Westin Book Cadillac Detroit. **Nicole Wax**, DDS, MS, will speak on how to turn clinical efficiency and a stronger conversion process into both higher profits and a better patient experience. **Ryan Moynihan** will dive into the numbers, helping practices use data and key metrics to stay ahead of major industry shifts and improve operational performance. **Brandon Owen**, DDS, MS, will highlight why custom appliances are the future, comparing conventional vs. custom systems and sharing practical insights on implementation. **Antonino Secchi**, DMD, MS, will focus on simplifying treatment mechanics with smart bracket–archwire choices and sequencing to make everyday orthodontics more efficient and predictable. **Chris Teeters**, DMD, MS, will tackle advanced clear aligner strategies for complex cases, and **Andrea Cook** will round things out by ensuring every team is up to date on OSHA and CDC infection control standards, so growth is built on a safe, compliant foundation.

In 2020, Michigan's regulatory landscape for dental advertising shifted significantly when the Department of Licensing and Regulatory Affairs (LARA) revised state rules following a lawsuit settlement. Previously, Michigan law restricted the use of the "specialist" title to dentists. These changes eliminated that requirement, leading to a situation where general dentists can now market themselves as specialists, even without completing accredited specialty training. This adjustment has created confusion among patients, making it more difficult to distinguish between general practitioners and those with advanced, specialized training.

Over the past year, your Michigan leadership within the GLAO has remained closely engaged with the Michigan Board of Dentistry's proposed rule changes. Michigan lawmakers introduced **House Bills 4593** and **4594**. Dr. Jashleen Bedi, a member of both the AAO and MAO, presented a compelling testimony emphasizing the importance of clear and accurate dental specialty advertising standards.

A particularly notable achievement included the unanimous approval of our specialty advertising bills by the Michigan House Health Policy Committee. This represents a significant step toward ensuring transparency in how dental specialties are represented to the public, affirming the unique training and qualifications of orthodontic specialists.

### Michigan House Bills 4593 and 4594 would:

- Prohibit dentists who have not been issued a specialty field license from holding themselves out as dental specialists;
- Prevent dentists from promoting services in specialty areas in ways that could mislead the public into believing they have advanced specialty training; and
- Clarify that the use of disclaimers does not serve as a defense for misleading advertising.

Respectfully Submitted,

Brandon Shoukri, DDS, MS  
Michigan Director to the GLAO