### Spring 2020 AAO Fact Sheet

#### Innovation & Transformation
- Innovation & Transformation Fund governance plan approved by November BOT
- Futurist Study recommendation approved by the November BOT
- Led member research to explore non-dues revenue concepts and developing concepts with strong member interest
- Led development of business case to understand the feasibility of an AAO Orthodontic Clinical Registry
- Led vetting of $100,000 investment in PhotoDynamic, a start-up with a unique oral hygiene product with lunch planned for Fall 2020

#### Endorsed Programs
- Lifestyle partnerships established with a luxury auto company and high-end apparel company
  - AAO members can save up to $2000 more than in-market Audi promotions on new purchases or leases
  - AAO members can save 15% off Brook Brothers full-priced merchandise
- Expanded current MedJet discount program with the addition of MedJetHorizon, a travel security and crisis response benefit
- New Partners will be added this year
- For more information, click [here](#).

#### Legal & Advocacy
- Significant recent federal and state advocacy successes including:
  - Federal: Permanent repeal of the Medical Device Tax
  - State: Enactment of AB 1519 in California
- Department has worked on advocacy issues in over 38 states & 2 Provinces
- Activities regarding direct-to-consumer orthodontics can be found [here](#).

#### Board & Staff Additions
- **BOT**
  - Dr. Stephen Robirds, SWSO Trustee-elect

- **New AAO Staff**
  - Kay Pinner, Education Director
  - Michelle Rittterskamp, Education Coordinator
  - Chelsey Banaskavich, DOS Program Coordinator
  - Rob Kent, VP, Advocacy and General Counsel

#### Consumer Awareness Program
- 2019 ended with 1.2 billion ad views, and 5.9 million views of the consumer website
- 2019 set record with doctor locator – with over 1 million views of member listings
- Mom social media influencer campaigns are rocking Instagram – with 400k reached in 1 day

#### Annual Session & Other Meeting News
- **2020 Annual Session Registration**
  - Opened Nov. 4, 2019.
  - May 1-4, 2020, Atlanta, GA.
- **2021 Winter Conference**
  - Feb. 12-14, Palm Desert, CA.
  - Registration opens August 3rd
- **2021 Annual Session**
  - April 23-27, Boston, MA.
  - General Registration opens Nov. 2nd
  - Leadership Registration information to be emailed the week of Nov. 23rd

#### Upcoming Calendar Events
- **2020**
  - Apr. 28-29 – Pre-AS BOT Meeting (Atlanta, GA)
  - May 1 & 4 - HOD Meetings
  - May 5 – Post AS BOT Meeting (Atlanta, GA)
  - Aug. 14-15 – BOT Meeting (St. Louis, MO)
  - Aug. 27 @ 7pm Central - Speaker Call
  - Dec. 4-5 – BOT Meeting (St. Louis, MO)
  - Dec. 17 @ 7pm Central – Speaker Call

#### Awards
- **2021 Brophy, Humanitarian & Outstanding Awards**
  - Deadline is fast approaching! Nomination forms are now ready for your 2021 submissions.
  - Remember that a formerly nominated individual may be re-nominated
- **2021 Hellman/Sicher/Graber Awards**
  - Application will be posted online on March 15, 2020 and due October 1, 2020
## Council/Committee News

Click the links at the bottom of each section for additional information from that Council or Committee

### COC
- Recommending a $5 million budget for CAP for next three fiscal years
- Next CAP creative in the works – including 8 new videos to launch Spring 2020
- Next anti-bullying campaign is Oct. 2020 – make plans now!
- Next in person meeting is Sept. 2020 in St. Louis, MO
- Participated in Millennial Parent Joint Committee with COOP

**COC Report**

### CONYM
- Representing new and younger members on the Board of Trustees and AAO council/committees; continuing to explore alternative ways to increase NYM representation throughout leadership
- Recently implemented changes to the AAO Mentoring Program to offer one-time (flash) mentoring, in addition to ongoing mentoring
- Hosting New Orthodontist/Resident Conference and Members/Leaders Roundtable as a joint program during the 2020 Annual Session

**CONYM Report**

### COE
- AAO will be sending four delegates to the 2020 ADEA Meeting. March 14-17 in National Harbor, MD
- Modifying the Full-Time Faculty Fellowship Award criteria to motivate residents and junior faculty into teaching positions, ensuring the best orthodontic education for residents
- Encouraging higher quality Partners in Research Surveys by addressing the fee structure and adding rubric to vet incoming surveys

### COOP
- An Orthodontic Staff Club survey is being sent to all members to solicit feedback that will enhance program offerings and provide greater value for membership
- Reviewing member suggestions regarding updates to Practice Management Forms
- Evaluating options to review the catalogue of recorded lectures for the purpose of ensuring ADA CERP compliance
- Participated in Millennial Parent Joint Committee with COC

**COOP Report**

### COI
- AAO will be sending four delegates to the 2020 ADEA Meeting. March 14-17 in National Harbor, MD
- Modifying the Full-Time Faculty Fellowship Award criteria to motivate residents and junior faculty into teaching positions, ensuring the best orthodontic education for residents
- Encouraging higher quality Partners in Research Surveys by addressing the fee structure and adding rubric to vet incoming surveys

### COMEJC
- Proposing resolutions to the 2020 House of Delegates to streamline or enhance policies on membership reinstatement, dues waivers, the membership renewal deadline, Student Member dues, International Member dues and Retired membership
- Proposing a resolution to adopt a non-orthodontist educator member classification
- Continuing to study possible changes to the AAO membership model to address the evolving needs and demographics of AAO members

**COMEJC Report**

### COSA
- At Annual Session the following will be presented:
  - Hellman, Sicher, Graber Award lectures on May 3 at 2:30pm
  - 28 Oral Research, 434 E-Poster and 34 Table Clinics
  - Resident Scholar Award on May 2 at 1:00pm

**COSA Report**

### CTECH
- Developing video content for tech talk blog
- Evaluating OrthoInnovator applicants to select winner by March

### COI
- Coming soon – easy online sign-up for new student members as well as a quick decision automated underwriting tool for New York Life
- Working with New York Life to ensure Term Life plans and rates stay competitive in today’s market for current and new subscribers

**COI Report**

### COHC
- Working with ADA’s Council on Dental Benefits to submit changes to Orthodontics Section of CDT Code
- Continuing efforts to promote access to, and clarify confusion surrounding, Medically Necessary Orthodontic Care

### COGA
- Preparing for 2020 Professional Advocacy Conference
- Conducting RFP for federal lobbyist role
- Supporting measures for student debt relief and expansion of patient-directed health spending options

**COGA Report**

### DONATED ORTHODONTIC SERVICES (DOS)
- The DOS Program is now administered inhouse at the AAO
- Application and more information can be found here