Fall 2020 AAO Fact Sheet

AAO Foundation
- The DOS Program and Disaster Relief Fund are now managed by the AAOF.
- DOS Volunteers needed nationwide, especially AZ, LA, and MS. Contact Chelsey for more info.
- The AAOF continues to support orthodontic education and research through the awards program, the application is available here. (Have here link to the www.aaofoundation.net website so they can find the application to apply)

Legal & Advocacy
- Significant recent federal and state advocacy successes including:
  - Federal: AAO members have met virtually with 12 different members of Congress
  - State: Teledentistry rules enacted in UT and KY
  - Department has worked on advocacy issues in over 38 states & 2 Provinces
- Activities regarding direct-to-consumer orthodontics can be found here.

Endorsed Programs
- Endorsed programs serve a dual purpose to enhance the value of AAO membership and to drive non-dues revenue
- Total Royalties increased 15% vs prior year driven by re-negotiated terms with Shock Doctor and Sofi and new endorsements of SmileSnap and Black Talon while endorsed insurance programs remained flat
- With the sunset of COI, endorsed insurance programs (excluding AAOIC) transitioned to staff with oversight from the Business Development Task Force. The goal for this important member benefit is to provide the most competitive plans and rates for AAO members and wheels are in motion to achieve this goal.
- In response to COVID-19, AAO Endorsed Insurance and New York Life implemented changes for an easier and safer application process for group life insurance. AAO members can now apply for up to $500,000 of group, 10-20 year level term life insurance with no medical exam

Consumer Awareness Program
- 2020 ended with 1.1 billion ad views, and 5.9 million views of the consumer website
- The CAP’s Happy Mouth Campaign surpassed 10 million views and was featured in Adweek, a national advertising publication
- Millennial mom Instagram influencer campaign reached over 2 million individuals

Annual Session & Other Meeting News
2021 Winter Conference
- Feb. 12-14, Palm Desert, CA and virtual
- Registration opened August 3rd
- Limited seating available

2021 Annual Session
- April 23-27, Boston, MA and virtual
- General Registration opens Nov. 2nd
- Leadership Registration information to be emailed the week of Nov. 23rd

Upcoming Board Events
2020
- Dec. 4-5 – BOT Meeting (St. Louis, MO)
- Dec. 17 @ 7pm Central – Speaker Call

2021
- Feb. 19-20 – BOT Meeting (St. Louis)
- Mar. 4 @ 7pm Central – Speaker Call
- Apr. 20-21 – Pre-AS BOT Meeting (Boston, MA)

HOD Awards
(Brophy, Humanitarian, Outstanding Contribution & Lifetime Achievement)
2021 HOD Award Winners
- Dr. Gerald Nelson, Brophy Award
- Dr. Michael A. Callan, Humanitarian Award
- Rosemary Bray, AAO Outstanding Contribution by a Non-Orthodontist
- Dr. James A. McNamara, Lifetime Achievement Award

Board of Trustee Additions
Please Welcome
- Dr. Dale Anne Featheringham – At-Large Trustee
- Dr. Alex Thomas – At-Large Trustee

2022 Award Submissions
- Deadline for nominating is March 31, 2021!
- Nomination forms are now ready for your 2022 submissions.
- Remember that a formerly nominated individual may be re-nominated.
Council News

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

**COC**
- CAP work continues: FY20 ended with 1.1 billion ad views and 5.9 million views of the consumer website
- AAO blogs continue to position the AAO as the online orthodontic resources, generating over 2.6 million views in FY20
- New member marketing initiatives have led to an impressive 48.8% open rate on AAO emails

**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
- Suspended the AAO’s online mentoring program for 2020-21 to develop a new strategy and introduce a new platform for 2021-22
- Collaborating with the Special Committee on Women Orthodontists on NYM-related issues
- Hosting the New Orthodontist and Resident Conference during the 2021 Annual Session

**COE**
- Developing sanctions for the National Match Program in relation to program violations.
- Applying the recently revised criteria for the Full Time Fellowship program to the application process
- AAO will be sending a delegation to the 2021 ADEA virtual Annual Session and Exhibit
- Currently evaluating the approved CODA guidelines and the implications for orthodontic programs throughout the 2020/2021 academic year

**COOP**
- Revising the Office Design Manual and Scoping a potential exhibit at the AAO Annual Session in May
- Redesigning the Orthodontic Staff Achievement Award program and associated criteria
- Recommending to the BOT and Legal team guidelines for Patient Transfer fees
- Implementing guidelines to ensure ADA CERP compliance for the catalogue of recorded lectures

**COMEJC**
- Recommended a resolution passed by the 2020 House of Delegates to waive reinstatement fees for those reinstating after their first or second lapse (reinstatement fee also reduced)
- Recommended a resolution passed by the 2020 House of Delegates providing free membership to dental students who are accepted into, but have not yet started, orthodontic residency programs
- Collaborating with the Special Committee on Women Orthodontists on membership-related issues
- Continuing to study possible changes to the AAO membership model to address the evolving needs and demographics of AAO members

**COGA**
- Serving on the AAO’s COVID-19 Task Force, providing advocacy support for the TF’s recommendations, including assistance from federal lobbyist team at Cozen O’Connor
- Participating in meetings with the CDC, HHS, OSHA and members of Congress to advocate for AAO members on COVID-19 related policy issues
- Monitoring federal, state and local governmental guidance on COVID-19 issues for effect on AAO Member’s practices

**CONYM Report**

**COE Report**

**COOP Report**

**COMEJC Report**

**COGA Report**

**COHC Report**

**COSA Report**