

COUNCIL ON ORTHODONTIC PRACTICE (COOP)

The Council has its next face-to-face meeting on November 10, 2018 at AAO Headquarters. Please let me know if you have concerns or issues you would like addressed.

The 2018 Practice Transition Program was held on May 4 at the Washington Convention Center in conjunction with the AAO Annual Session in Washington, D.C. The program featured Mr. **Ken Alexander**, Mr. **Doug Copple**, Ms. **Shannon Patterson**, Dr. **Laurance Jerrold** and a DSO panel including industry consultant Mr. **Roger Hill**. Topics addressed were: Understanding Orthodontic Transitions, Compensation Expectations for Junior and Senior Doctors, Coverage Agreements for Death/Disability/Displacement in Emergency. COOP members Drs. **T.J. Albert** and **Mel Collazo** emceed the DSO panel segment.

Also at the AAO Annual Session was the 2018 Orthodontic Career Fair, which was held on May 6. This event was part of a full-day track for residents and new and younger members, immediately preceded by the New Orthodontist and Resident Conference and followed by the Orthodontic Residents' Reception.

During 2017-2018, a series of 11 Webinars were delivered for doctors and/or staff. Lectures included clinical and practice management topics. Each program was marketed to the membership through the *eBulletin*, email blasts and social media. Six Webinars were delivered in the Business of Orthodontics series, which included lectures on marketing effectiveness, financial strategies, technology and data strategy.

COOP discussed many different options for updating the techniques list in the AAO member directory, and was able to make recommendations to the Board of Trustees, which approved for the membership directory and techniques list to be revised to include a general comment box so members could include bracket type or brand, mechanics and any information that a member thinks is pertinent in helping another orthodontist determine if another doctor's practice would be a good fit for a patient transfer.

COOP recommended and the Board of Trustees approved for an Orthodontic Program Liaison for implementation and funding to work in conjunction with the Resident Champion Program. This program will complement the Resident Champions. These individuals will be appointed program alums, or possibly faculty, to promote AAO information including: schedule of the Resident Vitals, Legal Mini-Course and Financial Management. Appointments go through the Program Chair.

COOP also recommended and the Board of Trustees approved for AAO to establish a closed Facebook group for Orthodontic Staff, in order to help disseminate clinical information and techniques.

The COOP programs and initiatives listed in this report help enhance AAO members' experiences by fulfilling the AAO's Strategic Plan, Referencing Ongoing Goals:

A. Encourage members to provide the highest level of orthodontic care.

1. Provide continuing education opportunities, using all available media that keeps members at the forefront of evidence-based and ethically sound orthodontics.
2. Provide education, training and certification opportunities for orthodontic staff.

On a personal note, I have finished my final term as Chair of COOP, although I have one additional year on the Council as the MSO representative. I am grateful to the MSO and COOP for the wonderful opportunity to serve as Chair, and hope that my efforts have been equal to the talents and dedication of the other Council members and staff liaisons.

D. Spencer Pope
spope@oa-ltd.com

708/799-0060
Fax 708/799-8765