

## **IOWA**

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The 2017 ISO Annual Meeting was held at Hotel Vetro in Iowa City on October 8-9, 2017. Sunday's session featured lectures on a variety of interesting topics from the University of Iowa faculty. Monday's sessions featured Dr. **Eustaquio Araujo**. He discussed a variety of topics including the management of impactions, nonsurgical Class III treatment, 1 vs 2 phase treatment and treatment of hyperdivergent cases.

For more than a year, the Iowa Dental Board ("Board") has been analyzing its specialty advertising laws. At its January 2018 meeting and as a complete surprise to all those in attendance, the Board's conversation went from revising Iowa's specialty advertising laws to completely removing them. With that in mind, in early April 2018 the Board was only focused on one action item – rescinding/removing Iowa's specialty advertising laws. That, of course, would have allowed any Iowa dentist (general or specialist) to use the word "specialist" or other specialty terms in their advertisements. After several calls and emails with the Iowa Dental Board's Executive Director, the AAO's **Sean Murphy** was able to convince the Board to add a second option to the agenda – that would narrowly revise the dental specialty advertising regulation to only account for the American Board of Dental Specialty groups (implantology, anesthesia, oral medicine, orofacial pain). The Board agreed, and at the Board's April 2018 meeting, several orthodontists and Mr. Murphy made public comments to the Board, convincing them that revising Iowa's specialty advertising regulation was far better than removing it. The Board agreed unanimously and voted to put forward the proposed revision, which will now go through the typical rulemaking process (public comment period, etc.). The Iowa members in attendance were definitely delighted with the outcome and we are all very pleased with the AAO's efforts on this issue.

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