

## **COUNCIL ON MEMBERSHIP, ETHICS AND JUDICIAL CONCERNS (COMEJC)**

- Continues to monitor membership trends, including quarterly recruitment/retention
  - AAO's 2018-19 membership renewal cycle concluded on January 4, 2019 when members were dropped for non-payment of dues.
  - 476 Active and Life Active members were dropped on January 4th.
  - Through January 31st, 139 of those members (29.2%) rejoined.
  - AAO's 2018 year-end U.S. market share was 86.6%, down from 87.5% in 2017.
  - AAO has improved its success with reinstating former members in 2017-18 and 2018-19, including 134 reinstated Active and Life Active members during those years (compared to 94 the previous two years).
- Assisted with AAO's membership renewal processes in fall 2018 by conducting personalized outreach to non-renewed members within their constituents. 57.7% of targeted members renewed between November 2nd and January 4th.
- Continues to emphasize the importance of ethics within the orthodontic specialty, including promoting the AAO's Principles of Ethics to members. Council is contributing a blog article on the topic via the AAO consumer website (aaoinfo.org).
- As assigned by the BOT, Council is studying:
  - Possible changes to the definition of AAO Life Active membership.
  - Accommodations for members who need flexibility in maintaining membership to help balance the demands of practicing and raising children.
  - Possible changes to the AAO membership model (e.g., membership tiers and bundling) to address the evolving needs and demographics of AAO members.
- Council's next face-to-face meeting will be Friday, January 10, 2020 at AAO headquarters.

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