COMMITTEE ON TECHNOLOGY

Online Reporting Tool for Non-Orthodontists Advertising as Orthodontists
The AAO recently released an easy-to-use online reporting tool that allows members to report non-orthodontists advertising as orthodontists.

- Reported submissions will be reviewed by the AAO Legal Department. Letters will be sent to the non-orthodontists as deemed appropriate by state law.
- Evidence must be provided that the non-orthodontist is advertising with the word "orthodontIST" (as opposed to using the word "orthodontICS" which is permissible in certain jurisdictions)
- Of course, the misrepresentation of dental credentials is an issue that usually falls under the purview of state dental boards and where appropriate, such misrepresentations should require their action.
- The tool can be found at https://www.aaoinfo.org/aao/non-orthodontist-reporting

TechTalk Blog
CTECH maintains a technology blog at http://aaotechblog.com/ to discuss current issues utilizing technology in orthodontic practice. Blog topics include 3D printing, HIPAA compliance, digital orthodontics, social media, digital security, and many other topics. Member submissions are welcome!

AAO Annual Session
At the AAO Annual Session this year in Washington, D.C., there will be two Tech Talk branded tracks dealing with technology in orthodontics. This first session will be on Sunday morning, May 6, and the second session will be on Tuesday morning, May 8. Topics will include customized appliances, digital workflow, Generation Z, managing IT expenses, apps for the orthodontic practice and CBCT imaging.

Please feel free to reach out if there are any technology issues that would be beneficial for our committee to discuss.

Matthew Larson   Katie Graber
matt@larsonsmiles.com   katiegraber@graberorthodontics.com