

Name (*report preparer*): Brandon Hackworth

Date: 1/17/22

Name of Council/Committee/Task Force: Council on Membership, Ethics & Judicial Concerns

MEETINGS

Date: 1/8/2021

Conference Call

In-person

Location: Hybrid (St. Louis + virtual)

Attendance:

Chair: Dr. Stephen Belli

Members: Drs. Bret Mooso, Luis Toro (virtual), Scott Arbit (virtual), Jacqueline Bunce (virtual), Matthew Ng, Theresa Skelton (virtual), Chris Murphy(virtual), Mary Lanier Zaytoun Berne (NYM Advisor; virtual), Michael Sherman (BOT Liaison)

Staff: Brandon Hackworth, Ashley DeRoy (virtual), Mindi Brothers (virtual)

Not Present:

Guest(s):

BOT RECOMMENDATIONS

Recommendation	Responsible Party	Completion Date	Budget Implication
Gender Identification on Membership Applications That AAO revises its membership applications to include the following gender selections: <ul style="list-style-type: none">• Female• Male• Non-binary/third gender• I use another term• Prefer not to say	BOT approves; Membership Dept. implements	Spring 2022	None
CE Course on Ethical Considerations That the AAO explores and develops a CE course on ethical considerations for orthodontists.	BOT approves; staff/council TBD	TBD	TBD

DISCUSSION

Topic	Discussion	Action/Follow-up
Meeting	The annual meeting of the Council on Membership, Ethics & Judicial Concerns (COMEJC) was held on Saturday, January 8, 2022. The meeting was held both virtually via Zoom and in-person at AAO headquarters in St. Louis, Missouri. The meeting began at 8:31am Central Standard Time. COMEJC Chair Dr. Stephen Belli chaired the meeting.	N/A – for information
Approval of Agenda and Consent	The agenda and consent agenda were approved as presented.	N/A – for information

Board Liaison Report	<p>COMEJC Board Liaison Dr. Michael Sherman provided an overview of the AAO governance structure, including general council responsibilities. Additionally, Dr. Sherman discussed actions of the AAO Board of Trustees (BOT) from the November 2021 meeting, including the following motions that were passed:</p> <ul style="list-style-type: none"> • Establish a task force to explore and create a plan to address staffing shortages in orthodontic practices • Submit a House of Delegates resolution that would allow the Board of Trustees (BOT) to submit a deficit budget • Update applicable practice forms to expand patient gender options • Develop an HR Workshop for Annual Session 2023 • Redesign the AAO consumer website 	N/A – for information
Update on Member Renewals, Drops & Reinstatements	<p>COMEJC Staff Liaison Brandon Hackworth reported on membership renewals through December 2021. To date, 2021-22 renewals have exceeded 2020-21 for most prominent member categories and have already surpassed the entire 2020-21 fiscal year among Active and International members. The increase among Internationals is largely attributed to the new international dues structure that was implemented this year. Other highlights include:</p> <ul style="list-style-type: none"> • AAO has fully transitioned 93.9% of Students to Active in FY22, compared to 93.5% for all of FY21. • 82.4% of International Members in their first four years have renewed, up from 61.9% for all of FY21. • 116 AAO members with AAOIC coverage were dropped in November; however, 55 have reinstated to date. • Based on forecasts through the remainder of FY22, the AAO projects to grow active membership by approximately 59 members year-over-year. 	N/A – for information
U.S. Market Share Report	<p>Mr. Hackworth gave a report on the AAO’s market share of U.S. orthodontists, which is 86.3% as of May 2021, up from 86.0% in 2020. This number is recalculated at the end of May each year. AAO staff are currently conducting research on Canadian orthodontists to calculate Canadian market share. This is expected to be complete in May 2022, as well.</p>	N/A – for information
Fall 2021 Pulse Survey Recap	<p>Mr. Hackworth presented results from the fall 2021 AAO member pulse survey, which asked members for their primary reason for being an AAO member, as well as ratings on the importance of various member benefits, resources and services. Key takeaways include:</p> <ul style="list-style-type: none"> • The primary reason that members belong to the AAO is to “do their part in creating a unified voice that advocates for the specialty”. • A combined 51% of respondents gave the AAO an “excellent” or “very good” rating on value for the money, a decline from the previous survey. 	Staff to work with COC on developing a communications piece that will help inform members on what the AAO can/not do regarding advocacy efforts.

	<ul style="list-style-type: none"> • Respondents gave the AAO a Net Promoter Score (likelihood to recommend) score of 35.8, also down from the previous survey. <p>Due to the declines in value perception, the AAO engaged a researcher in December 2021 to better understand the drop. Consensus among the member interviews conducted was due to perceived lack of advocacy/protection of the profession. Awareness of advocacy efforts was also a key contributor.</p> <p>Some COMEJC members agreed that increasing awareness of AAO advocacy efforts is important. Additionally, they like the idea of the AAO producing a communication that will inform members on what the AAO can and cannot do regarding advocacy.</p>	
Member Reinstatements Review	COMEJC reviewed reinstatement data from the current and previous fiscal years, as well as the current reinstatement policy. Council believes the policy is working well and does not recommend any changes.	N/A – for information
Dues Waiver Policy Review	COMEJC reviewed dues waivers granted to members during the current and previous fiscal years, as well as the current dues waiver policy. Council does not recommend any changes to the policy at this time.	N/A – for information
Dues Reduction for Senior Doctors	<p>COMEJC discussed whether to offer dues reductions to senior doctors who do not yet qualify for Life Active status due to membership tenure (less than 30 years). One of the ideas discussed was to establish a standard number that would combine members' age and years of membership (e.g., "Rule of 95"). However, consensus among the council was that current policy is adequate.</p> <p>MOTION: That COMEJC does not recommend any changes to policy regarding reduced dues for senior members.</p> <p>Motion passed.</p>	N/A – for information
Non-Orthodontist Faculty Category	<p>COMEJC submitted a HOD resolution in 2021 to adopt a new member category for non-orthodontist faculty. However, the resolution was referred back to COMEJC for further consideration of full-time faculty who may be general dentists or other specialists. Council asked staff to discuss with AAO legal whether it would be possible to add language to Bylaws restricting dentists and dental specialists from being members. A decision was tabled pending input from legal.</p> <p>[UPDATE: AAO legal has confirmed that adding language to Bylaws to restrict certain groups of individuals from being</p>	COMEJC to determine whether to submit a resolution to the 2022 HOD.

	members would be legal and appropriate if that is the council’s intent.]	
Annual Session Registration Categories for Non-Members	<p>During its discussion on the non-orthodontist faculty category, COMEJC identified potential issues with two Annual Session registration categories:</p> <ul style="list-style-type: none"> • C5 (Non-Member – Faculty, Full-Time) – This implies the faculty who are not AAO members but are eligible for membership can register using this category. The implication is that non-member faculty orthodontist would be paying only \$50 more than AAO members. • C7 (Non-Member – Dental Specialist) – The implication is that non-members who are not eligible for AAO membership and may be practicing orthodontics (e.g., pediatric dentists) can register for only \$50 more than AAO members. <p>MOTION: That the AAO eliminates Annual Session registration category C7; and be it further</p> <p>That Annual Session registration category C5 be revised to the following: Non-Dentist Orthodontic Faculty, Full-Time*</p> <p>*Requires verification of faculty status by the orthodontic program chair.</p> <p>Motion passed.</p> <p>[UPDATE: after learning of the correct process for potential Annual Session changes, the COMEJC recommendation was submitted to the Committee on Conferences and Meetings (CCon) for consideration.]</p>	Recommendation submitted to CCon for consideration.
Service Members Assigned to Constituents	<p>During its November 2021 meeting, the BOT approved a motion to refer to COMEJC to develop a way to assign Service members to their correct constituents. A report is due to the BOT for its February meeting.</p> <p>Per AAO Bylaws, Service members should be “deemed to be members of the constituent organization in whose region the applicant primarily resides...” Additionally, Service members “who do not reside within the boundaries of a constituent organization may choose to belong to the constituent organization where the member plans to practice or reside upon the completion of military service.”</p> <p>Based on data from staff, 33 of the AAO’s 113 Service members have constituent membership. Of the remainder, 59 have U.S. addresses, while the other 21 have military addresses overseas.</p>	<p>Staff to assign constituents to Service members with U.S. addresses.</p> <p>Staff to contact the above Service members to let them know of their new constituent.</p> <p>Staff to contact Service members with non-U.S. addresses to ask them to choose a constituent organization.</p>

	<p>MOTION: That the AAO assign constituent organizations to current Service members who do not have a constituent but have primary addresses in the United States; and be it further</p> <p>That these individuals be contacted to inform them of their new constituent organizations to give them the opportunity to make corrections; and be it further</p> <p>That Service members who do not have a constituent organization and have addresses overseas be contacted on an annual basis to ask them to choose a constituent organization.</p> <p>Motion passed.</p>	
<p>Member Gender Identification</p>	<p>Following recently approved changes to AAO patient health forms regarding gender identification and pronoun selection, COMEJC discussed whether the AAO should make similar changes to membership applications and profiles. Consensus among the council was that gender selection should be expanded; however, asking for transgender status or pronouns for membership purposes is not necessary.</p> <p>To inform its decision on which gender options should be included, Council reviewed a resource from the Human Rights Campaign that included the following:</p> <ul style="list-style-type: none"> • Female • Male • Non-binary/third gender • I use another term • Prefer not to say <p>Staff had also previously shared the above resource with AAO legal, which found no issue with the language.</p> <p>MOTION TO BOT: That AAO revises its membership applications to include the following gender selections:</p> <ul style="list-style-type: none"> • Female • Male • Non-binary/third gender • I use another term • Prefer not to say <p>Motion passed.</p> <p>[UPDATE: Following the COMEJC meeting, the recommendation was shared with the Inclusion & Engagement Task Force for their feedback. The Task Force agreed with the gender options, as well as not to include transgender status or pronouns.]</p>	<p>COMEJC to submit BOT motion.</p>

Orthodontic Residency Presentations Report	Mr. Hackworth reported on participation in the AAO's three resident presentations that are currently offered to orthodontic programs. During the 2020-21 academic year, residents from 54 programs attended the Resident Vitals presentation, which was the highest number in at least eight years. The 2021-22 academic year was off to a slower start with 12 programs signed up for Resident Vitals to date, which was primarily due to staff turnover at the AAO. However, that role has since been filled and invitations will be sent to programs again in January to sign up for spring presentations.	Staff to share the list of participating programs with COMJEC so they can reach out to their contacts about participating. AAO to invite programs to sign up for presentations again in the spring of 2022.
Member Interest Groups	<p>COMEJC member Dr. Matthew Ng, who also serves on the Member Interest Group Steering Committee, presented to the council on the AAO's new Member Interest Groups (MIG) program, which was approved by the BOT for implementation in August 2021. In November 2021, the BOT also approved the first four group topics:</p> <ul style="list-style-type: none"> • Craniofacial and Special Needs Patients • Human Resource Management • Financial Freedom • Leadership Development <p>The MIG Steering Committee is currently in the process of appointing a Chair and Vice-Chair to each MIG. The AAO will begin promoting MIGs to members in February 2022. An in-person meeting for each MIG is planned for Annual Session 2022.</p>	N/A – for information
Innovation & Transformation Update	Mindi Brothers, VP of Innovation and Transformation, gave an update on new initiatives that have derived from the AAO's transformation fund: TechSelect and the Wharton-AAO Mastering the Business of Orthodontics (MBO) certificate program. The MBO program is sold out for the winter 2022 session, and registration for spring 2022 is open now. There will be four sessions per year.	N/A – for information
Ethics Resources and Promotion	<p>COMEJC discussed how the AAO can better educate members on how to practice ethically in today's environment. Council identified that educational content for general AAO membership via webinar is limited.</p> <p>MOTION TO BOT: That the AAO explores and develops a CE course on ethical considerations for orthodontists.</p> <p>Motion passed.</p>	COMEJC to submit BOT motion.
Closed Session	<p>The meeting was called into closed session at 12:38pm. Staff were dismissed at this time.</p> <p>Closed session ended at 12:52 with no action taken.</p>	N/A – for information

Review of Principles of Ethics	Council has no recommended changes to the AAO's Principles of Ethics at this time. Per a motion approved by the BOT in 2016, COMEJC will engage with an outside consultant in FY23 to conduct a thorough review of the Principles of Ethics and provide recommendations as needed. An outside review was last conducted in 2016-17.	Engagement with consultant to be included in COMEJC's FY23 budget request.
2022-23 Council Budget	MOTION: That the 2022-23 COMEJC budget be approved as proposed. Motion passed.	Staff to submit budget as approved.
Council Chair Election	Drs. Luis Toro, Jr. and Jacqueline Bunce were nominated for council chair for the 2022-23 council year. In-person meeting attendees submitted their votes to Dr. Sherman on paper, and virtual attendees were asked to submit their votes via email.	Dr. Sherman to report on outcomes of the vote to the February BOT.
2023 COMEJC Meeting	COMEJC will hold its annual meeting on Saturday, January 7, 2023 at AAO headquarters in St. Louis.	N/A – for information
New Business	Mr. Hackworth gave an overview of Member Appreciation Month, which is planned and being budgeted for February. The concept is to show the AAO's appreciation for its members through a dedicated month that will offer discounts to AAO store products, complimentary access to recorded lectures, a special webinar and more.	N/A – for information
Adjournment	Having no other business, the meeting adjourned at 1:26pm.	N/A – for information

Annual Budget
(Feb.)

The 2022-23 COMEJC budget as proposed:

Travel and Meetings – 2023 Meeting in St. Louis, MO	\$15,180
Expense Allowance – Chair Stipend for Annual Session	300
Principles of Ethics Consultant	<u>\$30,000</u>
	\$45,480

Nomination of Council Chair (Annually, Nov. or Feb)	Name	Constituent
February	Dr. Luis Toro, Jr.	MASO
	Dr. Jacqueline Bunce	PCSO

Future Reference or Archive

The council would like to retain these items for future reference or for archive:

N/A