

**MISSION**

To support the mission of the AAO by providing resources, communication and leadership, while serving as a voice for its component societies and individual members.

**VISION**

The Midwestern Society of Orthodontists reflects the vision and core values of the American Association of Orthodontists.

**GOALS AND OBJECTIVES**

<p><b>PROMOTE THE SPECIALTY OF ORTHODONTICS</b></p>	<ol style="list-style-type: none"> <li>1. Positively differentiate the profession by increasing consumer awareness of the value of specialized orthodontic care</li> <li>2. Ensure that orthodontists and their patients benefit from the highest standards of professional ethics and education</li> <li>3. Mobilize members to effectively participate in legislative activities, including engaging in AAO's advocacy efforts to address practice encroachment and other legislative and policy priorities</li> </ol>
<p><b>ENCOURAGE MEMBERSHIP ENGAGEMENT &amp; LEADERSHIP</b></p>	<ol style="list-style-type: none"> <li>4. Maximize member awareness of member benefits and encourage participation</li> <li>5. Cultivate leadership of our organization, the AAO and international orthodontic organizations from members at all stages of their careers regardless of race, religion, creed, color, sexual orientation, gender identity, national origin or any other legally recognized protected class.</li> </ol>
<p><b>SUPPORT EDUCATION TO DRIVE EXCELLENCE IN PATIENT CARE</b></p>	<ol style="list-style-type: none"> <li>6. Provide and communicate resources for quality member, staff and resident education to advance the success of members to drive excellence in patient care</li> <li>7. Support the educational institutions within our constituency</li> <li>8. Encourage support of the AAO Foundation</li> <li>9. Encourage American Board of Orthodontics certification</li> </ol>
<p><b>SERVE AS VOICE FOR MSO MEMBERS</b></p>	<ol style="list-style-type: none"> <li>10. Facilitate effective and efficient communication between members, components, other constituents, and the AAO</li> </ol>

**STRATEGIC INITIATIVES**

Public and Member Communications

Education & Advocacy

Leadership Development