



AAO FACT SHEET

Key Programs & Strategic Priorities | Fall 2025

AAO Foundation (Report)

- The Foundation continues its fundraising for Full-time Faculty Fellowship For the Future Initiative. In collaboration with the House of Delegates, the Foundation is committed to raising \$1.8m to be matched by the AAO for an endowed fund.
- As of August 1, 2025, the Foundation has received contributions and commitments of \$1.226m toward the goal. The Foundation distributed nearly \$600,000 in grant funding for its 2025 cycle. Funding Basic Research, Faculty Development, and Resident Research, the Foundation continues to advance the specialty.
- Visit the Foundation's website: AAOFoundation.net

Consumer Awareness Program (CAP)

- CAP ended FY25 with another record 15.4 million user visits to the consumer website. This fiscal year is also starting strong, with an increase in users, clicks to the website, and impressions.
- Join us for the seventh annual Bullying Bites this October during National Bullying Prevention Month. Visit the Practice Marketing Tools page for free resources and program enhancements.
- The new AAO Science of Smiles campaign launched on September 1 and includes 18 new videos to answer common patient questions and highlight orthodontists as the trusted experts for treatment.

Mental Health Task Force

- The Task Force's overarching goals are to: 1) Overcome stigma associated with mental wellness and 2) Provide access to mental wellness resources.
- In January 2025, Mental Wellness resources for members were launched. The TF focused on improvements, increasing member generated content, creating new resources focused on Burnout and tracking progress.

HOD Awards

(Brophy, Humanitarian & Outstanding Contribution by a Non-Orthodontist)

2027 Award Submissions:

- Deadline for nominating for all awards is **March 31, 2026**.
- Nomination [forms](#) are now ready for your 2027 submissions.
- Remember that a formerly nominated individual may be re-nominated.

2026 Winners

- Brophy - **Dr. Larry Tadlock**
- Humanitarian - **Dr. Judah Garfinkle**
- Outstanding Contribution by a Non-Orthodontist - **Ms. Lynne Thomas Gordon**
- Lifetime Achievement - **Dr. Rolf Behrents**
- Inclusion & Engagement - **Dr. Sunil Kapila**

Special Committee on Inclusion and Engagement (SCIE) (Report)

- The Inclusion and Engagement Award is accepting nominees until **March 31, 2026**. Click [here](#) to nominate an AAO member today!
- Dr. Sunil Kapila will be the inaugural recipient of the Inclusion and Engagement Award during the **2026 Annual Session in Orlando**.
- SCIE has conducted research for a suitable speaker for the SCIE event during Annual Session in Orlando. By the opening of Annual Session registration, in November, they will be able to share the news of who was selected!

CCon (Report)

- This year CCon executed a record-breaking Winter Conference in Marco Island, and a trail-blazing Annual Session in Philadelphia!
- Coming up in 2026, the Winter Conference is being planned in Phoenix, AZ, and the Annual Session is being hosted in Orlando.
- The Call for Speakers for the 2027 Annual Session and Winter Conference will be Open from **October through December** of this year.

Innovation & Transformation

- Initiatives from the I&T Fund contributed \$1.1 Million in net non-dues revenue for FY24-25, a \$225k increase vs last year due to the Simon Sinek program and Endorsed Partner revenue growth.
- The **Simon Sinek + AAO Inspiring Leadership Program** launched in October 2024. 465 participants have taken the program to date. **The next cohort begins October 2, 2025** and features a LIVE Q&A with Simon! Two cohort will run each year.
- **MBO** will run two cohorts this calendar year, **Sept 2025 and Jan 2026**.

Special Committee on Women Orthodontists (SCWO)

- **Women's Leadership Workshop:** The SCWO will be hosting the 2nd annual Women's Leadership Workshop held at the conclusion of the 2026 Winter Conference Meeting. The speakers for the two-day event will be Dr. Kathryn Preston and Ms. Shannon Patterson. Click [here](#) to register and for more information.
- **2026 Face-to-Face Meeting:** The committee's next face-to-face meeting in St. Louis on June 6, 2026 in St. Louis, MO.

COSA (Report)

- Milo Hellman, Harry Sicher, Thomas M. Graber Award application due October 1, 2025.
- Oral Research, E-Poster, Table Clinic application due October 15, 2025.
- Dr. William R. Proffit Resident Scholar Award online application will go live the first week of December 2025. Deadline date is February 2, 2026.
- Consult the 2026 Annual Session webpage for additional information.

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Council & Committee Updates | Fall 2025

COC (Report)

- Stay updated with the latest resources, programs, and benefits from the AAO through the weekly eBulletin, Member Minute videos, and text messages.
- Follow the AAO on social media and don't forget to tag us in your posts—we love seeing and sharing the amazing ways our members are engaging with their patients and communities.
- In honor of the AAO's 125th Anniversary, we invite members to share something for the AAO Time Capsule by October 31. Share stories, photos, small tools or a short [video message](#).

CTECH

- The CTECH AI Task Force will complete its position paper this fall, to guide advocacy and member education, and joined a panel at Annual Session 2025.
- From Jan–Aug, 7k users visited TechSelect, while Tech Talk grew to 992 members with content including 8 TechWalk videos recorded live at AS25.
- Ortho Berry won Ortho Innovator 2025; **2026 applications open Oct 1**.
- Dental Pain Eraser Referral Kit and DentalMonitoring+ won New Products Showcase Awards at Annual Session.

COMEJC (Report)

- As of May 31, 2025, the AAO's U.S. market share is 84.6%, down from 85.8% in 2024. Canadian market share is 48.4%, down from 51.1%.
- COMEJC continues to oversee the delivery of AAO presentations at accredited orthodontic residency programs. As of 8/27/25, a total of 49 presentations at 25 programs have been scheduled for 2025-26, up from 28 presentations at 14 programs for all of 2024-25.
- COMEJC has formed a corporate membership subcommittee to evaluate the possible implementation of a volume-based dues structure for members in OSOs, DSOs and large group practices.

COGA (Report)

- Award-winning AAO National Advocacy Network grows in strength across the U.S. and Canada. Over 27 Component Advocacy Liaison (CAL) positions and 35 CAL Team positions filled and 16 AAOPAC Captains formally confirmed.
- Landmark teledentistry legislation with AAO- language now law in 8 states- NV, FL, IL, GA, WV, OK, TX, UT
- AAO Advocacy launched new website for student loan debt resources. Visit aaortho.org/studentdebt. AAO Advocacy staff working with AAO members through grassroots engagement for success on our AAO priorities in states and Canadian provinces.

AAOPAC (Report)

- In FY25, AAO members set another fundraising record, contributing \$483,069 from all 50 states, Puerto Rico, and D.C. The FY26 goal is \$460,000 with 1,303 contributors by May 31, 2026, aiming to break previous records.
- AAOPAC won the Gold TRENDY award for 30th Anniversary campaign. The TRENDY awards honor the best marketing and communication pieces in the association and nonprofit community.
- Professional Advocacy Conference will be held in Washington, DC March 17-18, 2026. Contributors of \$250+ since June 1, 2025 will receive an invite in October. Make your contributions now at AAOPAC.org!

COB (Report)

- The AAO's Council on Orthodontic Benefits is working on submitting proposed code changes to the ADA's Code Maintenance Committee Meeting for consideration at its March meeting. The changes will include an updated definition of comprehensive orthodontic care as well as updates to the Harmful Habits Codes (D8210 & D8220).

CONYM

- CONYM continues to support the implementation of the Resident and New Orthodontist Engagement Strategy. For 2025-26, this includes an enhanced "Match Day" celebration via social media and a mailed kit, among other initiatives.
- CONYM has collaborated with CCon to reimagine the New Orthodontist and Resident Conference into separate events for residents and recent graduates, which will launch at the 2026 Annual Session.
- Following recommendation from CONYM to the BOT, CONYM will represent the AAO at the ASDA National Leadership Conference in November 2025 (in lieu of ASDA Annual Session).

COOP (Report)

- This year COOP will be working with a heightened focus on providing resources that will help orthodontists recruit, train and retain Team Members.
- Over the summer, COE members participated in focus groups with other Councils and Committees in developing the overall Learning strategy for the AAO.
- In the coming months COOP members will be assisting AAO Staff in implementing the AAO's new Learning Management System.

COE (Report)

- COE is excited to be working closely with the AAO's Society of Educators to support the needs of orthodontic educators at every level. They will be providing timely updates from around the specialty, platforms to facilitate idea sharing, and targeted professional development opportunities.
- Look for online content to be offered for Residents later this year and early 2026.
- Over the summer, COE members participated in focus groups with other Councils and Committees in developing the overall Learning strategy for the AAO.