



AAO FACT SHEET

Key Programs & Strategic Priorities | Fall 2026

Special Committee on Women Orthodontists (SCWO)

- SCWO is accepting applications for **one** new member from 9/1/26 to 10/31/26. Terms begin at the end of the 2027 HOD meeting.
- **2027 Face-to-Face Meeting:** The committee's next face-to-face meeting in St. Louis on June 25-26, 2027 in St. Louis, MO.

COSA (Report)

- Milo Hellman, Harry Sicher, Thomas M. Graber Award application due October 1, 2026.
- Oral Research, E-Poster, Table Clinic application due October 16, 2026.
- Dr. William R. Proffit Resident Scholar Award online application will go live the first week of December 2026. Deadline date is February 2, 2027.
- [Click here](#) for additional information.

Consumer Awareness Program (CAP)

- The CAP generated 17.8 million visits to aaoinfo.org and 7.6 million visits to the Find an Orthodontist tool, helping connect consumers with AAO orthodontists.
- Bullying Bites returns this October in recognition of National Bullying Prevention Month. Free marketing materials are available on the Practice Marketing Tools page to help your practice participate and support your community.
- As more people turn to AI for information, AAO's visibility increased in AI search, with content cited 30,000+ times as a trusted source of orthodontic information.

Staff Shortage Task Force

- Continues to drive awareness and usage of resources and runs a weekly social media campaign, Moments of Zen. • The Task Force is meeting in September to determine what more is needed to support members.

HOD Awards

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

2028 Award Submissions:

- Deadline for nominating for all awards is **March 31, 2027**.
- Nomination [forms](#) are now ready for your 2028 submissions.
- Remember that a formerly nominated individual may be re-nominated.

2027 Winners

- Brophy - **Dr. DeWayne McCamish**
- Humanitarian - **Dr. Julian Panchura**
- Outstanding Contribution by a Non-Orthodontist - **Mr. Frank Spear**
- Lifetime Achievement - **Dr. Emile (Paul) Rossouw**
- Inclusion & Engagement - **Dr. Sylvia Frazier-Bowers**

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

- SCIE is accepting applications for two new members from 9/1/26 to 10/31/26. Terms begin at the end of the 2027 HOD meeting.
- Dr. Sylvia Frazier-Bowers has been selected to receive the 2027 Inclusion and Engagement Award. Nominations for the 2028 I&E Award will open later this year.
- In May 2026, SCIE hosted a new virtual open house for prospective orthodontic residents to provide broader access to dental and undergraduate students interested in learning about orthodontic residency. A panel of educators and residents representing three residency programs shared insights with over 130 attendees.

CCon (Report)

- The 2027 Winter Conference will be held in San Antonio, Hill Country. The dates are January 22-24, 2027. This year attendees will discover how evidence, technology and AI are redefining clinical decision-making, efficiency and patient outcomes.
- General Annual Session registration opens on Monday, November 2. (Those in leadership will receive an email from Sarah Dvorak sometime later with specific registration instructions.) Mark your calendars now to attend because 2027 will be unlike any other Annual Session you've experienced!

Innovation & Transformation

- For FY25-26 \$960k in net non-dues revenue was generated from AAO's Simon Sinek, and TechSelect programs, endorsements and investments.
- I&T Fund refund plan was adopted by the 2026 HOD. • The AAO Endorsed Insurance Program launched the proprietary malpractice insurance ahead of schedule on September 1.
- Two new endorsed programs to help members save money launched: Panacea Financial practice loans (June) and SoFi individual student loan program (August).

AAO Foundation

AAO Foundation — Impact in Action \$2.1 Million for the Future

- The *For the Future* Campaign has secured **\$2.1 million in commitments** for the Full-Time Faculty Fellowship endowed fund. Combined with the **AAO's \$1.8 million commitment**, the Foundation is positioned to exceed expectations and strengthen the future of orthodontic education.
- **Commitments accepted through the 2027 AAO Annual Session.**

Nearly \$1 Million Invested in Research

In 2026, the Foundation committed **more than \$900,000 to orthodontic research**. With the Craniofacial Legacy Project, total research investment approaches **\$1 million** across the U.S. and Canada.

- **Applications are now open for the 2027 PARC award cycle.**
- **\$66,000+ Invested in Education** Foundation support is strengthening the specialty through the **Craniofacial Anomalies and Special Care Training Award, Institute for Teaching and Learning (ITL), and Chairs and Academic Administrators Management Program (CAAMP).**

Nearly 100 Children Connected to Care

Through **Gifted Smiles**, nearly **100 children** were connected with volunteer AAO orthodontists this year—**approximately twice the number served in 2024.**

- **Your Foundation. Your Impact.** Through **research, education, access to care and philanthropy**, the AAO Foundation is investing in a stronger future for orthodontics.



AAO FACT SHEET

Council & Committee Updates | Fall 2026

COC (Report)

- Stay informed through The Wire, email, social media, which highlight AAO initiatives and member benefits.
- Follow the AAO on social media and tag us in your posts. We enjoy highlighting the great work our members are doing and sharing with the orthodontic community and consumers.
- The AAO introduced a refreshed brand with a more modern look and improved messaging tailored to better serve members. Additional personalization and website enhancements will continue throughout FY27, including improvements to the user experience, greater brand consistency, and personalized content for members.

CTECH

- The AAO's Responsible Integration of Artificial Intelligence in Orthodontic Clinical Practice is being used in Advocacy efforts and was published in the AJO-DO in September. • TechSelect site traffic is up 58% YOY. • CTech hosted two panels at Annual Session, one on cybersecurity and another on AI.

COMEJC (Report)

- As of May 31, 2026, the AAO's U.S. market share is 82.2%, down from 84.6% in 2026. Canadian market share is 46.7%, down from 48.4%. Drivers of the decline include early and mid-career orthodontists and prominent states (TX and NY).
- With oversight from COMEJC, AAO launched the Membership Ambassador Program (MAP) in June as a pilot in NESO and SWSO.
- COMEJC continues to oversee AAO presentations hosted at accredited orthodontic residency programs. As of 8/25/26, a total of 41 presentations at 23 programs have been scheduled for 2026-27, following 90 presentations at 74 programs in 2025-26.

COGA (Report)

- Award-winning AAO National Advocacy Network grows in strength across the U.S. and Canada to 115 volunteer leaders, including AAOPAC Captains, Component Advocacy Liaisons (CALs), and CAL Team members to support coordinated grassroots advocacy and engagement.
- Landmark teledentistry legislation with AAO-language now law in 9 states-NV, FL, IL, GA, WV, OK, TX, UT, and new this year, SC!
- The AAO-supported Oversight of Responsible Teledentistry for Health Outcomes (ORTHO) Act (H.R. 9829) introduced July 23 by Congressman Brian Babin, DDS (R-Texas), would establish baseline federal patient safety standards for orthodontic teledentistry while preserving appropriate access to virtual care. The bill marks a major milestone in AAO's longstanding efforts to protect patients and ensure professional accountability as treatment models evolve.

AAOPAC (Report)

- In FY26, AAO members surpassed the AAOPAC fundraising goal, contributing \$467,024. The FY27 goal is \$460,000 with 1,303 contributors by May 31, 2027, aiming to break previous records.
- The AAOPAC Board Race to 10 challenges each Constituent Region to achieve at least 10% member participation in AAOPAC giving between June 1 and December 1. Progress will be tracked and shared throughout the campaign to foster friendly competition, with recognition opportunities for top-performing groups (including bragging rights and a traveling trophy for the winning Constituent Region).
- The Professional Advocacy Conference will be held in Washington, DC March 8-9, 2027. AAOPAC Contributors of \$250+ since June 1, 2026 will receive an invite in October. Make your contributions now at AAOPAC.org!

COB (Report)

- COB continues to analyze and review the CDT codes to identify areas of need for orthodontists and suggest positive changes to the ADA's Code Maintenance Committee to help reduce billing and coding difficulties and inefficiencies for AAO members. In addition to the Council's focus on the CDT codes, members continue to meet with other stakeholders such as other specialty groups, dental consultants, and representatives from the insurance industry to identify and better understand new and emerging issues, positions, and policies.

CONYM (Report)

- CONYM continues its work sharing the importance of membership to residents as well as new and younger members. This year, CONYM is focusing on several initiatives.
- 1. Updating and/or creating a new Resident and New Orthodontist Strategy as the original strategy is nearing the end of its lifespan.
- 2. Engaging in a more thorough and scheduled outreach to new and younger members based on constituency.
- 3. Planning of the Resident and New Orthodontist Conference at AS2027. This includes the recommendation and choosing of speakers based.

COOP (Report)

- Thanks to COOP's help, and those of 25+ micro-volunteers, the AAO will be offering the world's largest peer-reviewed on-demand library for CE to members.
- The new Learning Management System (containing this library) is expected to launch June 1, 2027 and will include new features like podcasts and short tutorial videos. Over the course of this fiscal year, COOP and AAO Staff will be developing these resources and more to benefit AAO members and advance the specialty!

COE (Report)

- COE and the Society of Educators are working closely together to support the needs of orthodontic residents and educators at every level. COE is particularly interested in assisting CODA with site visitor training and maintaining high standards at Orthodontic programs.
- On September 8, COE worked to bring AAO members a webinar on sleep disordered breathing.
- And, in November, Dr. Laura Jaycox (SOE officer) will be updating AAO members on the findings from the latest research into microplastics.