



# N ♦ E ♦ W ♦ S

Winter 2017



Thank you to all who attended the 2016 Joint Meeting of the RMSO and SWSO in beautiful Santa Fe, New Mexico.

## **PRESIDENT'S MESSAGE**

Dear Colleagues,

Thank you for your continued support of organized orthodontics through your membership in the RMSO and the AAO. Much goes on behind the scenes to protect and improve the way we practice and take care of our patients on a daily basis. Your input is not only wanted, but valued.

This coming year marks the first year of a change in the way we offer CE to our member orthodontists. The board has approved a five-year plan of an alternating annual meeting schedule between Salt Lake City and Denver, beginning with Salt Lake City in 2017. By rotating our meeting between these two cities, we are attempting to bring our meetings closer to the largest population centers as well as offering an easy location to reach by airline travel. Our 2017 meeting will be held at the Little America in downtown Salt Lake City on September 8-9. We will be combining our meeting with the Utah Association of Orthodontists. We have a limited block of rooms reserved at the Little America Hotel. We recommend that you book your hotel room early as there are other large-scale events occurring at the same time in Salt Lake City and hotel rooms will be limited. The Grand America, a five-star hotel, is located across the street from the Little America. It is reasonably priced and would be an excellent location to stay as well. We have three exceptional speakers lined up for Friday and Saturday. We hope you will be able to join us for this outstanding meeting.

If you have any comments, suggestions, or feedback, please email me at [luddingtonortho@gmail.com](mailto:luddingtonortho@gmail.com). Once again, thank you for your membership in the RMSO as we try to support you in your individual practices. We look forward to seeing you at the meeting in Salt Lake City!

*Steve Luddington, RMSO President*

## **TRUSTEE'S REPORT**

Recently I was sent an article from our AAO president that was published by the ADA young member forum titled "Organized Dentistry is Going Away". It was the thoughts of a younger, newer ADA member reflecting on the benefits of membership in the ADA and what organized dentistry really does for us as a profession. In my many years of AAO involvement, I am always amazed at comments like this, and how many things we as a group are able to accomplish for the good of our members and the public and patients we treat.

I hope I'm preaching to the choir here, but how many of our detractors are aware of the AAO's efforts in the political arena? Our AAO Political Action Committee (PAC) and government advocacy efforts are effectively representing our interests in Washington. 94% of the candidates we supported in this last election were elected. Why is our involvement in Washington important? Through our efforts and the efforts of other groups like ours, onerous legislation that would affect how we practice has been defeated in areas such as financial reporting of payments (red flag), office ergonomics and medical device taxes. Through a coalition of Medical and Dental providers, of which the AAO was part, flexible spending accounts that were initially eliminated in the Affordable Care Act were reinstated. The AAO

has also worked with legislators to introduce a bill (the RAISE Act) to reform and improve the use of flexible spending accounts (FSAs) that will benefit families and health care providers. In addition, we are working with legislators to address student debt, both for current students and recent graduates. Supporting candidates that further our agenda puts the right people on the bus. Not all of us can make the trip to Washington DC to lobby our politicians, so it's great to see our AAO PAC and volunteer members representing us and our profession.

As a group we have established a Consumer Awareness Program (CAP). This program is evolving as we meet the ever changing needs of both consumers and our members. After years of Adolescent Treatment market saturation, efforts to attract and inform adults about the benefits of orthodontic treatment have been successful in increasing the number of adults seeking orthodontic care. Is it all because of the CAP? Probably not, but advances like this all factor into the success of a group working together for a common goal. As a group we can market and advertise orthodontics on a much wider scale than what we are able to do on our own. For components that would like to extend the CAP in their area, matching funds from the AAO are available for those groups. In the RMSO, the Utah component has been a trailblazer in this area with a successful local CAP effort that's been ongoing for many years. Colorado has also applied and received matching CAP funds for efforts in their market. Discussions on how to better integrate ABO certification into our CAP messaging and distinction as orthodontic specialists has begun here in the RMSO.

Recently we were able to get key wordage regarding the use of CBCT in orthodontics updated to reflect the newest and most current state of 3D imaging in the "Image Gently" policy. A direct benefit of being involved with other groups, and having a seat at the table. We have a unified voice and influence in maintaining specialty relevance in a changing legal environment as State Dental Practice Acts are in various jurisdictions. The AAO has a legal support fund set up to aid components legal and legislative challenges in their areas. This fund is helping support efforts in Texas and Minnesota as their dental specialty statutes and regulations come under review.

The AAO has also developed relationships with many of the larger Dental Service Organizations. Many of our new and younger members initially practice in these settings. Having a relationship with these companies allows us to represent members practicing in these settings and ensures that orthodontic treatment is provided by orthodontic specialists in these clinics as well.

The question remains-What is Organized Dentistry and who is the AAO? It's all of us as members, leaders, and practitioners. It's our combined efforts in the arenas I've mentioned and more. All these things go away if "Organized Dentistry Goes Away." We need our association and to be involved in that association now more than ever.

*Myron Guymon, AAO Trustee*

## **What if Organized Dentistry Went Away?**

Recently I was at a meeting with a friend who graduated with me from dental school. During the meeting, she made the comment that “organized dentistry was going away.”

The comment struck me, and it took me a moment to process what she said. Over the days following the meeting, her comment ate away at me. What would my life look like, or better yet, what would my profession look like if organized dentistry dissolved over time?

To name a few...

- Who would advocate for me as a dentist, and serve as an educated and informed voice while I was able to treat patients?
- Who would create the ethical standards that I abide by in order to put patients first?
- Who would offer peer review so that I would be able to resolve a potential issue with a patient rather than navigate the legal system on my own, which can be expensive and time-consuming?
- Who would have negotiated a 0.25 percent interest savings for members on the endorsement with DRB on student loan refinancing programs? Who would acknowledge the importance of state and local societies and other loan refinancing programs as well, promoting healthy competition to give members options?
- Who would fight for dentist’s rights on Capitol Hill- repealing the medical device tax, promoting the Student Loan Refinancing Act and postponing compliance of Sec 1557 of the Affordable Care Act while serving as one of the strongest national political action committees?
- Who would engage the public and be a resource through [MouthHealthy.org](http://MouthHealthy.org)?
- Whose members would treat 350,000 kids annually and provide over 5 million dollars in donated dental services while bringing awareness to oral health in America through Give Kids A Smile?

The ADA. Without the ADA, these things would never exist.

I’m proud to be a member of the ADA. I’m honored to be a part of an organization that is 159,000 dentists strong.

I know that if I need something, the ADA is there not just to get me through... but also to make sure that I’m successful. And even when I don’t know what I need, it’s the ADA that is the first to inform me and provide me with resources, so that I can spend my time doing what I do best.... serving patients.

It’s not about discounts and offers, but rather the peace of mind I receive knowing that for the cost of a cup of coffee a day, I have someone looking out for the small business owner, the young professional, the healthcare provider.

I’m doing my part to be a cohesive voice, active member and support an organization that works tirelessly so that I can succeed. Without truly understanding the benefits of organized dentistry and being an active member, organized dentistry will dissolve. But I hope in my lifetime, I never see that day. I hope that my colleagues see that without the ADA, without your state and local societies... there’s

no network, no unified voice. I'd rather stand united with 159,000 ADA members than alone. Where do you stand?



*Dr. Emily Iskhanian is a New Dentist Now guest blogger and the 2016-17 chair of the ADA New Dentist Committee. She is a member of the ADA, the Nevada Dental Association and the Southern Nevada Dental Association. She is active in organized dentistry nationally and locally and created Southern Nevada New Dentist group to help new dentists ease the transition into dental practice. She is also involved in volunteer work in her community. Dr. Iskhanian obtained her D.M.D. degree from the University of Nevada, Las Vegas School of Dental Medicine in 2010 and practices as a general dentist in Las Vegas.*

## **CONGRATULATIONS!**

Dr. Morris N. Poole is the 2016 recipient of the William C. Gaylord Distinguished Service Award.



## **The American Board of Orthodontics Announces New Executive Director**

The [American Board of Orthodontics](#) (ABO) is pleased to announce that Carole Newport is the new executive director as of January 1, 2017. She succeeds Christine Eisenmayer, who served as executive secretary since 1999. Mrs. Newport has been with the ABO since 2012, serving as the operations manager. In this position, she handled legal transactions, marketing projects, exam administration, human resources matters and finances. Mrs. Newport has a bachelor's degree in business management and a master's degree in marketing.

Mrs. Newport came to the ABO with 10 years of experience from the Raymond Management Company, where she served as a hotel general manager and director of sales. She is also a member of the American Society of Association Executives.

The ABO leadership is pleased that Mrs. Newport has accepted this appointment and knows she will represent the ABO well and will contribute much to the community. Mrs. Eisenmayer, meanwhile, is excited to step back and will remain on staff part time to assist as needed and to support a smooth transition.

If you have ideas for future topics or suggestions for this newsletter, please contact me at: [lisa.austin4@gmail.com](mailto:lisa.austin4@gmail.com).

*Lisa Austin, Editor*