

Southern Association of Orthodontists

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COMPONENT NEWS

TENNESSEE January 2011

Officers

President

Dr. David Crowder

President-Elect

James McDaniel

Vice President

Dr. Harry Legan

Secretary/Treasurer

Dr. Jim Vaden

SAO Component Director

Dr. Mark Mappes

AAO Delegate

Dr. Randy Smith

2011 Membership

Active	133
Active Academic	4
Life-Active	29
<u>Retired</u>	<u>34</u>
Total	200

2010: 191

2011 Annual Meeting

February 10-11

Cool Springs Embassy
Suites, Franklin

Speaker

Dr. Mithran Goonwardene

TAO MEMBERSHIP UPDATE

The following orthodontists were approved for active membership in the TAO in 2010.

Chattanooga: Dr. Kenneth Dyer, Dr. Tyler Prentice; Franklin: Dr. Tiffany McClaran, Dr. Ben Neibaur; Nashville: Dr. Anthony Ditcharo, Dr. Miriam Habeeb, and Dr. Melissa L. Rudolph.

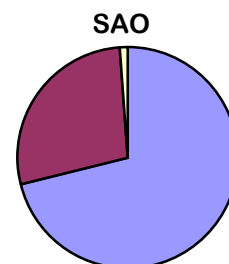
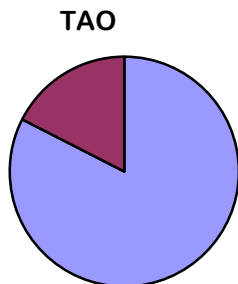
Transferred: Dr. Peter Jang, Collierville; Dr. Ann Colter Cheron, Nashville

Retired: Dr. Jesse M. Thomas, Jackson

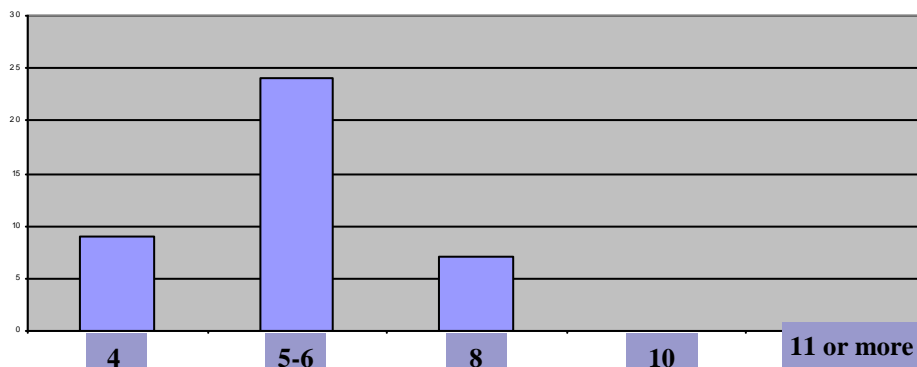
Deceased: Dr. William H. Oliver, Nashville

SAO Product/Services Survey—TAO Results

Approximately 1 in 4 (26%) TAO members participated in the SAO Product/Services Survey of August 2010. The purpose of the survey was to gather customer information about the products and services that were used by orthodontists in the SAO. This article will compare results from TAO members with results from the overall SAO population of orthodontists. Thanks to all who participated. [Continued on page 4]



Q: What are your normal treatment time intervals in weeks between adjustments?



A Minute with the SAO Board and Executive Committee

The SAO enjoyed a memorable meeting at the Broadmoor with members of MSO as our guests. The Board meeting produced the following actions and directives:

- Dr. Page Jacobson (FL) was elected delegation chair and Dr. Robert Moss (GA) was elected as delegation vice-chair.
- The Board recommended a deficit budget which was approved by the General Assembly

The Board meeting was followed by a conference call of the Executive Committee who reviewed the critical issues discussed at the Board Meeting. The critical issues are: membership engagement, income generation, and reduction of expenses.

Follow up on both discussions are as follows:

- Redirect the Mentor Committee to provide outreach to residents and members in practice 3-5 years
- Increase/expand the component responsibilities and involvement with new members and residents

- Expand 2008 Leadership Survey to all SAO residencies
- Consider raising dues
- Restructure partnership plans
- Reduce the SAO News to 2 printed issues and 2 electronic issues
- Place the SAO Bylaws on a password protected area of the SAO website

AAO Credit Union

The constituent and component organizations received a solicitation to invest in the AAO Credit Union. After lengthy review, the SAO sent a letter to the AAO President, Dr. Lee Graber, with questions about the operations and goals of the Credit Union. To invest in the Credit Union would require changing the investment policy adopted by the SAO Board of Directors several years ago. See more on the Credit Union under the AAO report on page 3.

NOTE: The SAO News will be printed and mailed in Spring and Fall; the Summer and Winter editions will be available electronically.

SAO Meeting Returns to Boca Raton in 2011

Dr. Robert Calcote selected the popular destination of Boca Raton, site of successful meetings in the past, as the location for the 2011 SAO Annual Meeting. There are a variety of room rates depending on the type of accommodations desired. The rates vary from \$195 to \$240 and include some bungalow suites that would be perfect for families or staffs.

Dr. Calcote and Dr. Greg Inman have scheduled a terrific program for doctors and staff. The doctor program will be highlighted by Dr. Vince Kokich, Jr. and Dr. Terry McDonald. Mr. Dennis Snow, a customer service consultant, will entertain and educate you and your staff about stellar service. Staff will also enjoy learning how teeth move by Jennifer Hamilton, DDS. There will be interactive sessions specific to certain staff positions.

Last, but certainly not least, Dr. Mark Johnston will share his experience of starting up a practice with residents and new practitioners.

And...who could not love meeting at the beach and the wonderful facility at Boca Raton. There is easy access by car and via two convenient airports. Make plans now to



Catch The Wave!

2011 AAO Annual Meeting: Changes, Challenges, Choices

The AAO is planning an outstanding meeting in Chicago from May 13-17, 2011. Members from the SAO will contribute to the success of the meeting. Here are some highlights:

Friday, May 13

Educational Leadership Conference, Lionel Sadowsky is the keynote speaker

Practice Transition Seminar

Risk Management for Residents/New Orthodontists

Saturday, May 14

Edward Angle Lecture by William Proffit

Harmonic Convergence of Soft Tissue and Orthodontics

David Sarver and Louis Costa

The Tom and Gerry Show: Fast Blast Biomechanics

Gerald Samson and Thomas Mulligan

Unique Approaches for Impacted Teeth Jim Greer

Variability of Tooth Movement with Aligners Tim Wheeler

Indirect Bonding Using Digital Technology, Virtual Alignment, and Clinical Procedures with OrthoCad iQ Mike

Mayhew

Opening Ceremonies featuring "Chicago"

Sunday, May 15

Risk Management for Orthodontists

Excellence in Orthodontics Luncheon and Awards Ceremony

Clinical Experience in Treating Class II Malocclusion with Aligners David Paquette

Biomechanics and Case Selection for Treatment with In-Office Fabricated Aligners J. Keith Hilliard

The 20 Minute Guide to Imaging Chun How Kau

The 3D Face William Harrell

Camouflage Class III Treatment using Temporary Skeletal Anchorage Peter Ngan

Monday, May 16

Advancements in Genetics and Orthodontics James Hartsfield

The Role of the Orthodontist in Treating Pediatric OSA

Harry Legan

Simplified Mechanics for Advancing and/or Retracting Incisors in the Mixed Dentition Ronald Bell

Open Bite Correction and Retention Utilizing One Palatal TAD John Robert Smith

The Benefits of 3D Imaging for Children and Adolescents

Lucia Cevidanes

Tuesday, May 17

Efficacy and Dosage of Ibuprofen for Pain Control When Using Separators Calogero Dolce

The AAO House of Delegates (HOD) will have a daunting chore to resolve several issues of important to the Specialty.

Consumer Awareness Program (CAP)

One of the most contentious issues has been (1) continuing a program to educate the public about what orthodontists do and (2) funding a CAP program. The program originally approved by the HOD stressed educating the public and not bringing patients into AAO member offices. There was no way to judge the effectiveness of the Program except through hits on the website. In 2010 an effort was made to incorporate the \$550 assessment as a part of the dues, creating a stable influx of cash to support the program over the long haul, but permanently raising the dues for AAO members. A task force was created to study funding and is to report to the 2011 HOD.

Governance

The AAO is looking at ways to streamline how it operates. Under the current bylaws, a trustee serves 11 years. For example, **Dr.**

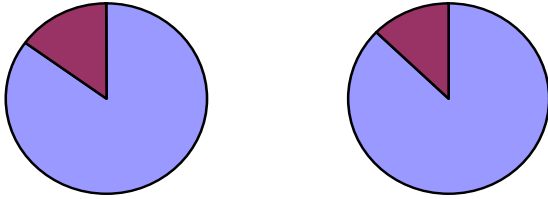
DeWayne McCamish's term started in 2010 and he will be AAO President in 2019-2020.

One proposal would be to reduce the number of constituencies (regional organizations e.g. SAO), each of whom provides a trustee to be president on a rotating basis. If the number of constituencies is reduced, it is hoped that the SAO would remain relatively as it is at the present. It is the second largest constituent organization. Dr. Kim Reed serves on the Task Force and chairs one of the subcommittees.

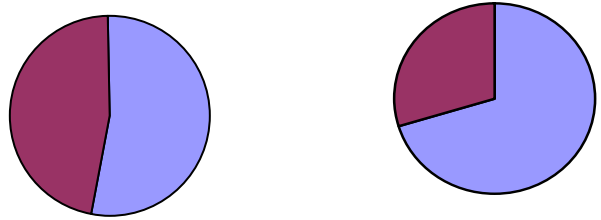
If you have thoughts on these issues or other concerns, please let your delegate know. The SAO delegation is as follows:

ALAO, James Donaghey; FAO, Page Jacobson, Chair; Robert Goldie; GAO, Robert Moss, Vice-Chair; KAO, Jeri Stull; LAO, Corbin Turpin; MAO, Michael O. Williams; NCAO, Watt Cobb; SCAO, Richard Hewitt, **TAO, J. Randall Smith**; VAO, John Coker, WVAO, Dan Joseph; At-Large, Russell Mullen; Executive Committee: Robert Calcote, Jay Whitley, Richard Williams; Henry Zaytoun, Jr; Brian Jacobus; Rod Klima; and Kim Reed

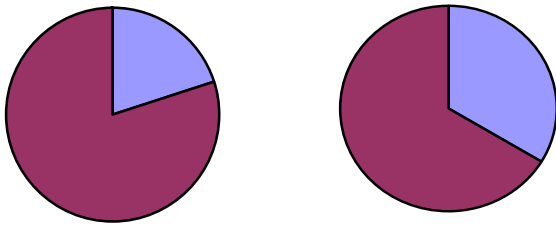
Q: Do you use digital imaging in your office?



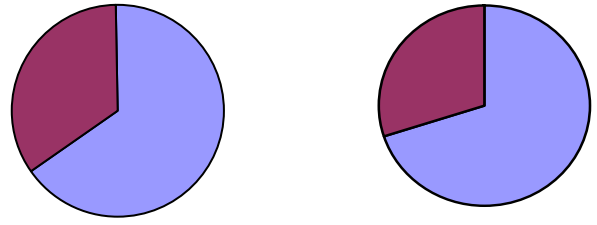
Q: Do you use digital radiography in your office?



Q: Do you use a dental laser in your office?



Q: Do you use TADs in your practice?

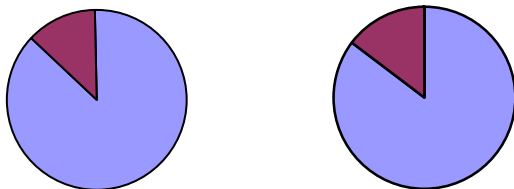


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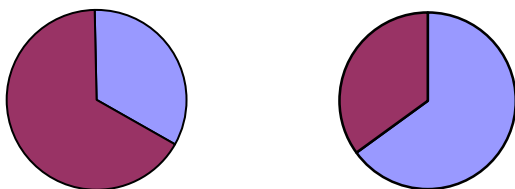


The figure on the left under each question is TAO
The figure on the right under each question is all SAO

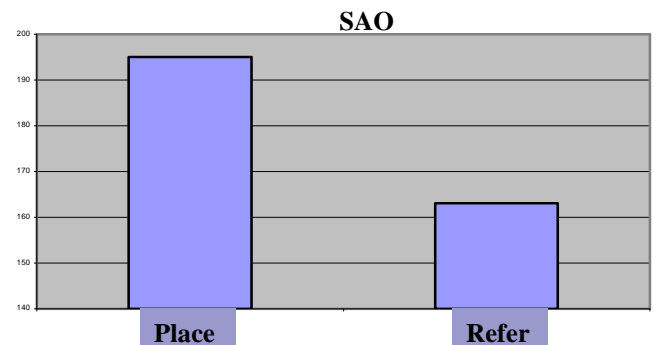
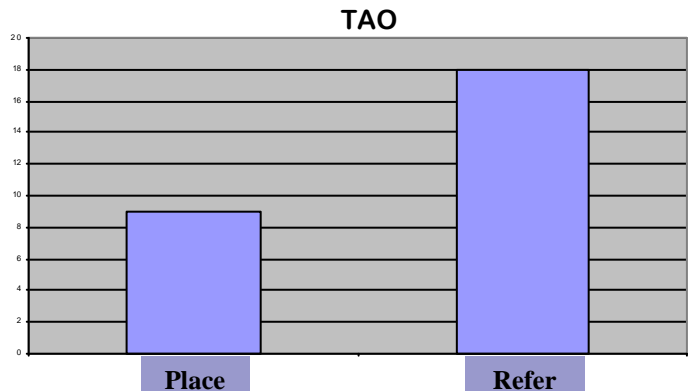
Q: Do you use a clear aligner-type system?



Q: Do you use Self ligating brackets?



Q: Do you place the TADs or refer them out?



Overall, the survey showed that almost half the members had 200 or less case starts in 2009 compared to 2008. Only 2% of the orthodontists did not have the capacity to start more patients. In marketing enhancements, most doctors have a web site and more than half have a FaceBook page, although few use Twitter. While a large majority of doctors gave their vendor representatives high marks (excellent/very good) on product knowledge, about half of the doctors rated vendor reps no higher than good on follow up, problem solving, customer service and availability. Look for more results in the SAO News.