

OAO Executive Council

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President’s Message

Dear friends colleagues,

I hope that this letter finds you well. With fall well on its way and everyone now slowly gearing up for the Holiday Season, I wanted to bring you up to date on some of the work your executive has been doing.

On the meeting front, our fall AGM is coming soon and promises to be another great one. We also have a joint meeting in February with the Ontario Society of Periodontists (OSP). Finally, your Scientific Meeting working group, (headed as always by Dr. Richard Marcus and his tireless work), has put together another awesome meeting for Niagara-on-the-Lake for late spring, for which you can now start registering.



Headed by our vice-president and RCDSO rep, Dr. Shervin Abbaszadeh, we have also been representing our association at the RCDSO level. This past summer, we provided our feedback to the RCDSO as it pertains to the *Performance of Intra-Oral Procedures that are Not Controlled Acts by Preventive Dental Assistants*. This has been a debated subject for many years, and it seems that at least some strides are being made to help us be on par with some of the other provincial regulatory bodies as it pertains to permissible acts that a properly trained Dental Assistant can perform. As with many of you, I was disappointed to see that even though the proposal is to allow assistants to place brackets, under the new guidelines, they would still not be permitted to place or remove archwires. Though we have certainly made suggestions to the RCDSO to help circumvent part of this guideline, at its core, the application of force to teeth remains a controlled act which cannot, under Ontario Law, be delegated to assistants. Changing this law would therefore require changes at the Ontario legislative level and not simply at the RCDSO level. We will continue communicating with the RCDSO on this subject and look for ways to expand the scope of assistants within the orthodontic office. The RCDSO has yet to produce a final document on this subject and is currently reviewing comments gathered in the summer by all the various stakeholders.

More recently, we also represented our association with feedback to the RCDSO regarding teledentistry. Though this subject is in its infancy, it will no doubt be an important part of our profession for years to come. At this time, the RCDSO is only looking for preliminary feedback and will eventually propose draft guidelines once the working group has prepared the appropriate document. We will certainly be there to provide further comments to ensure our interests are protected. As always, we are ever receptive to hearing from you, and addressing any concerns you may have.

Another hot topic on all of our minds is that of Direct to Consumer (DTC) orthodontic companies. Again, on this subject, we continue communications with not only the RCDSO, but also our colleagues throughout the country, both on the provincial level and nationally with the Canadian Association of Orthodontists (CAO). At the CAO’s annual meeting in Fredericton a few weeks ago, I had the opportunity to discuss this threat to our profession with many others who share our same concerns. In light of the reluctance, at least thus far, of our regulatory body to do anything specific, I think it’s incumbent on all of us to do as much as we can to protect the public from what we all believe is a level of care to which we are not accustomed to. We are currently working on a strategy to help highlight this to the RCDSO, so be on the lookout for a separate email concerning this. We are also hoping to enlist the help of other dental healthcare professionals throughout the province to further bring this problem to light in the eyes of the RCDSO.

President's Message *continued*

More than ever, due to advances in technology and telecommunications, our profession will be subject to its own changes. Though change can often be difficult, it is not always a bad thing. Ultimately, as orthodontists, it is my opinion that our first and foremost goal should be the delivery of excellent orthodontic results, in a safe and professional manner. As an association, our aim is to be your voice, and to protect our profession. I believe that more than ever, it is important for us to be united and to work together to maintain the high standards that we have set for ourselves. To that end, I invite you to talk and encourage colleagues to join either the OAO, or nationally the CAO, or ideally both; as together, we are much stronger.

As always, I encourage all of you to contact me with any concerns or questions you may have.

In advance, I wish you a wonderful Holiday Season and look forward to seeing you soon.

Warm Regards,
Dr. Pourang Rahimi, DDS, MSc.D.
OAO President

Treasurer's Report

The OAO financial position is looking good through to the end of September 2019. Our expenses and revenues are mostly tracking according to our Budget with membership dues being slightly under-budget.

Our Public Awareness Campaign has come to an end. During this year, we received \$20,912.93 dollars from the AAO for their portion of the PAC program. We are waiting on another \$2,169.48 due from the AAO, and that will be the end of the program dollars.

Our cash position is strong, as we have \$76,572 in our bank account as at 09/30/2019 and GIC's in the amount of \$123,992 as part of our Reserve Funds.

Respectfully Submitted,
Dr. Kent Floriani



RCDSO Council Report

OAO continues to be engaged with and in communication with the RCDSO regarding various facets of our profession. The previous Council meeting was attended by our president, Dr. Rahimi. The next council meeting is being held November 14th, 2019.

A number of months ago, the OAO responded to the College our stance and suggestions on the expanded duties, as it pertains to orthodontics, and suggested ways that assistants can be better and more efficiently utilized in an orthodontic office. This was in response to the RCDSO's request for input, prior to them coming up with their final guidelines. The college is currently in the process of formulating its guideline on expanded duties and delegation.

Recently, in response to the College's request for input from stakeholders, the OAO also formulated our profession's response to tele-dentistry, as the RCDSO tries to come up with guidelines on how to deal with this emerging trend. The OAO feels that any guideline on tele-dentistry, must hold the practicing tele-dentist to the same standards of what is currently expected of dentists in Ontario.

Respectfully Submitted,
Dr. Shervin Abbaszadeh



Membership Report

At September 2019

	<u>2019</u> Sep. 16	<u>2018</u> Sep. 12	<u>2017</u> Nov. 2	<u>2016</u> Oct. 11	<u>2015</u> Oct. 23
Standard	155	169	174	184	216
Academic	3	4	4	4	5
Academic Retired	1	1	1	1	
Honourary	6	6	6	8	8
Lifetime/Retired	95	93	92	83	75
Graduate (Total)	19	17	25	17	
2016	8				
2017	4				
2018	7				
Student	11	14	20		
Total membership	290	304	322	297	304

New 2019: 10 (1 Standard / 3 Graduate / 6 Student)

Not Renewed 2019: 37

New Members

OAO welcomes the following new members:

October 2019
Dr. Kelvin Chen

July 2019
Dr. Thaira Jasim

June 2019
Dr. Osama Eissa
Dr. Andrew Thomas Daabous

May 2019
Dr. Sungyoon Kim
Dr. Virginia Bertucci

February 2019
Dr. Meena Wilde

January 2019
Dr. Jessica Ebrahimi
Dr. Auzzie Reyhani
Dr. Kathleen Martin

OAO Fall Business and Business Meeting – Thursday, November 14, 2019

An evening event including a presentation by Beverly Beuermann-King on 7 Mental Health Secrets To Help Your Dental Practice Thrive.

OAO Members, join us for the OAO Fall Business Meeting on November 14, 2019, in Toronto. An evening event including a presentation by Beverly Beuermann-King on 7 Mental Health Secrets To Help Your Dental Practice Thrive.

OAO Members, join us for the OAO Fall Business Meeting on November 14, 2019, at the Sheraton Centre Toronto. An evening event including a presentation by Beverly Beuermann-King on 7 Mental Health Secrets To Help Your Dental Practice Thrive.

[Click here to register.](#)

Can't attend in person? Join us via webstream. OAO is making this meeting available at no charge to members to join in via live webstream. Select Webstream during the registration process.

OAO 2020 Scientific Meeting

Are you ready for some education, networking and fun? The Fourth Biennial OAO Scientific Meeting will be held on May 29-31, 2020 in Niagara on the Lake at the Queens Landing Hotel.

An excellent roster of scientific lectures is scheduled from Friday afternoon to Sunday at 12 pm. What better way to get 6 Core 1 points, as well as 6 Core 2 points! Details about our [Speakers](#) are available at our Meeting website.

An exceptional Friday evening Welcome Reception will be held in the [Exhibit area](#). We are stepping up our food and beverage service for this event. We thank our sponsors and exhibitors for their support in helping us put on this event for our members.

Our Saturday evening dinner will be held at a wonderful new venue — Wayne Gretzky Estates, Niagara's only winery, distillery and brewery. Pleasant surprises await!

Register by December 31st for best rates! OAO Members pay only \$395 (plus HST) for the exceptional weekend of programming and social activities. Rates increase after January 1st, 2020. Consider bringing your spouse and take advantage of our spousal food and beverage option for only \$225 (plus HST).

Don't forget to book your [accommodation](#) now – great OAO group rate of \$259 (plus taxes) including wifi and parking. Book early – don't be disappointed.

[Register](#) today at www.oaomeeting.ca!!

Please don't hesitate to contact either Shirley Yuen (shirley@oao.on.ca) or myself (richard.marcus@utoronto.ca) if you have any questions.

Richard Marcus
OAO Scientific Meeting Chair



What's New at the CAO?

DIRECT TO CONSUMER TREATMENT

The CAO continues to advocate for our members at the Federal and Provincial level expressing member's concerns with Direct to Consumer Orthodontic care. The CAO met personally with Mr. Irwin Fefergrad this year to discuss our concerns. These concerns included the lack of an in person clinical examination and pretreatment radiographs, the lack of a proper diagnosis and treatment plan and the complete lack of proper informed consent in addition to the lack of supervision during treatment.



CAO ADVERTISING CAMPAIGN

The new advertising campaign that the CAO has rolled out has been a great success! Our campaign met or exceeded most of our Key Performance Indicators, especially with regards to qualified site visits to the CAO consumer site. Targeted display advertising drove a very large number of site visits, and we estimate that at least 20,000 of our paid site visits lasted longer than 30 seconds. As you log into the member section of the CAO website you will see the number of times your name was provided to a consumer since the start of this new campaign.

INSURANCE

The CAO is working with representatives of Canadian insurance companies to create a universal (orthodontist specific) code that would allow electronic submission of orthodontic claim forms allowing immediate approval of a patient for orthodontic treatment. This year at the Annual Conference Dr Mike Wagner gave a presentation on potential issues with direct billing in orthodontic offices.

ANNUAL CONFERENCE

The CAO Annual Conference in Fredericton was a success! There were over 400 people in attendance and a great time was had by all! **The CAO looks forward to seeing you next year September 24-26th in beautiful Kelowna, BC.** The scientific session theme "*Flavours of the Orthodontic Future*" is not to be missed and the social events will be amazing!

Respectfully Submitted,
Dr. Mariela Anderson

GLAO Report

The Great Lakes Association of Orthodontists continues in its leadership role, serving as the voice for orthodontists from Ontario, Indiana, Michigan, Ohio and Western Pennsylvania at the American Association, maintaining leadership positions on all AAO Councils. Ontario continues to be well represented at the GLAO and AAO levels with Dr. Richard Marcus and myself serving as Delegates / Alternate Delegates to the AAO House of Delegates, Dr. Mariela Anderson serving as special Liaison for the Council on New and Younger Members and of course, Ontario's very own Dr. Michael Sherman serving in the powerful position of GLAO Trustee on the AAO Board of Trustees.



Membership in the AAO and GLAO has many benefits for Ontario orthodontists including spectacular conferences, online education, practice management tools such as useful email encryption software, the "find an orthodontist" locator on the AAO consumer website, advocacy for our specialty at all levels of government and regulatory bodies including Ontario and of course, their highly successful consumer awareness program (which reaches Canadian consumers), which appeared online to prospective patients over 1.4 billion times in 2018. Further information on the consumer awareness program can be found at www.aaoinfo.org/cap/. The GLAO also has an active Facebook page available to all members and I encourage all members to join the Facebook page.

If you weren't able to attend the GLAO Annual Session in Fort Lauderdale this past September, you missed a great time, chock-full of education, sun and fun! All reports indicate the event was a resounding success with over 443 attendees. Feeling left out? Fret not, as the GLAO 2020 Session, looks to be even more exciting, with the event planned for September 24–26, 2020 at the Hilton Cleveland Downtown in Cleveland, Ohio.

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GLAO Report continued

Not only is this close enough to bring your staff for a great educational experience, the social activities will culminate with an evening at the Rock and Roll Hall of Fame. The Annual Session is appropriately themed "**Rock Your Smile**" and details can be found at www.glaog.org. Of course, don't forget the other conference opportunities AAO/GLAO membership opens to you, including the AAO Winter Conference, being held this February, 7-9, 2020 at the JW Marriott in Austin, Texas with a focus on anterior open bites, and the AAO Annual Session in Atlanta, Georgia May 1-4, 2020.

There is strength in numbers and these are tumultuous times for orthodontists, so I encourage all Ontario orthodontists who have yet to renew their membership not to rely on others to carry the load, but to do your part and become members in the American Association of Orthodontists. You can renew your membership (or join for the first time) by visiting AAO Member Services at www.aaoinfo.org/members.

The GLAO ad interim Board meeting will be held this March in Pittsburgh, Pennsylvania. If you have any questions or concerns regarding the GLAO, please do not hesitate to contact me at 519-433-3701 or drdrew@smithorthodontics.ca.

Respectfully Submitted,
Dr. Drew Smith
Ontario GLAO Director

Upcoming Meetings and Scientific Sessions

OAQ Fall Business Meeting
November 14, 2019
Sheraton Centre Hotel
Toronto, ON

TOC Fall Meeting
November 15, 2019
Sheraton Centre, Toronto, ON

AAO Winter Conference
February 7-9, 2020
Austin, TX

OAQ/OSP Scientific Meeting (Dr. Vince Kokich Jr.)
February 29, 2020
Toronto, ON

TOC Spring meeting
March 27th, 2020
Sheraton Centre, Toronto

AAO Annual Session
May 1-5, 2020
Atlanta, GA

OAQ Scientific Meeting
May 29-31, 2020
Niagara-on-the-Lake, ON

CAO Annual Conference
September 24-26
Kelowna, BC

GLAO Annual Session
September 24-26
Cleveland, OH

NESO Annual Meeting
Nov 5-8, 2020
Montreal, QC

