

## OAo Executive Council

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Director

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Dr. Michael Goldstein  
Newsletter Editor

## President’s Message



A Happy Spring to you all (as snow swirls around my window outside...)!

It has continued to be a very busy year as the landscape of orthodontic practice in Ontario constantly evolves, and your Board of Directors at the OAO has been tirelessly engaged in doing what we can to promote the interests of our members and our great profession in these “interesting” times.

We continue to promote Orthodontics by Orthodontists via the Consumer Awareness Program. Since the inception of our online campaign in June 2016, we have driven over 34,000 visitors to our updated OAO website, where prospective patients are immediately exposed to educational material regarding the differences and benefits associated with seeing a qualified orthodontic specialist. Over 6,000 of these prospective patients have taken advantage of our site’s prominently displayed “Find an Orthodontist” Locator tool, driving these patients directly into OAO members’ offices.

We continue to lodge multiple formal complaints against non-specialists misrepresenting themselves as orthodontists. We sincerely thank all those members who have brought such instances to our attention and encourage all of you to remain vigilant in reporting any such instances to either the RCDSO directly, or to us as your member organization.

We continue to be in close contact with the RCDSO to address the potential entry of Do-It-Yourself and Direct-to-Consumer orthodontics into Ontario. Although the RCDSO has been somewhat silent on the issue over the last few months, recent communication with College Registrar Irwin Fefergrad does indicate that the College shares our concerns regarding the potential for harmful patient outcomes with lack of direct doctor-driven diagnosis and supervision. We will continue to do everything we can to proactively address these issues before these potential entrants come on the scene in Canada, and take as active a role as possible to ensure that we facilitate the College’s mission to protect the public from harm. I have recently been in regular close contact with CAO president Rick Odegaard as well so that we can collaborate nationwide and with our American counterparts as part of a more sweeping strategy on this front.

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## President's Message...continued from page 1

As far as Infection Control and Sterilization practice guidelines in Ontario goes, since the debacle with several practices being shut down for alleged violations of Health and Safety/Infection Control standards, we have made efforts to keep our membership abreast of changes and provide resources to assist our members in complying with the evolving regulations. In Dr. Shervin Abbaszadeh's report below you will find useful links and more detailed information on this topic.

The Scientific Meeting planning committee has been busy organizing what promises to be a superb event in Niagara on the Lake this coming June! We have managed to secure top internationally recognized speakers on a variety of topics that will be of interest to all of our members. As always, the meeting will have a great social program, and include lectures that award Category 1 Core points.

It should be noted that despite the very reasonable fee to attend, the surplus funds generated from the corporate sponsorships for our Scientific Meeting have traditionally gone completely towards our Public Awareness Campaign. This is how we have managed to fund this initiative over the last few years with no increase in dues or assessments to our membership. It is ESSENTIAL that this meeting be well attended so we can continue to promote our specialty in Ontario. If you have not signed up already, make sure to do so ASAP!!

As the terms of our current Board of Directors come to a close, there are several upcoming changes in positions. I want to give a heartfelt thanks to Dr. Gagan Bhalla who has retired from his position of the several past years as Ontario Director for the GLAO. He has been graciously replaced by Dr. Drew Smith who will do a great job of representing us to our US counterpart.

We have an opportunity to have an Ontario orthodontist become President of the AAO for the first time in over 100 years! Ontario's own Michael Sherman is running for GLAO/AAO Trustee, a position that eventually leads to becoming AAO President. There is no better way to ensure representation of Ontario and Canadian orthodontists than to have one of our own in this position. Make sure that when the time comes you show your support!

There will be several other positions opening up over the next while with calls for nominations to our membership to fill soon-to-be vacant positions. I'd strongly encourage anyone with an interest in becoming more involved to put their name forward for consideration. From my perspective being involved in the OAO has been extremely gratifying on many levels. It's been a way not only to assure that I'm doing my part to advance our profession, but also to have a chance to meet some really terrific people that I may not otherwise have had the chance to get to know!

With warmest wishes to all of you and your families,

Dr. Mitch Miller  
OAO President

## CAO Report

I extend everyone best wishes from the CAO Board.

Recently the CAO conducted a National survey and received a massive 21% response rate:



- 80% of the respondents like the new logo and website
- 50% have seen the new ad campaign
- Very positive reviews on the new CAO direction, campaign and reactions to industry changes by the CAO...the bulk of the concerns from our colleagues from across the nation were:
  - ◆ The use and effects of a Canadian PR Campaign and distinguishing the differences between the Orthodontist and the GP;
  - ◆ Concerns about Smile Direct Club and Invisalign Advertising;
  - ◆ HST
  - ◆ Insurance and electronic submissions

The CAO is still working with CDA and CLHIA to make positive changes to the insurance process for Canadian Orthodontists vis a vis electronic submissions etc.

We, at the CAO, are endeavoring to maintain a strong voice for Canada and continue petitioning CRA with respect to HST issues nationally.

The CAO has also been petitioning the various DRA's and Health Canada to continue to monitor the progress and opposing the arrival of direct to consumer companies like Smile Direct Club from entering Canada.

The newest CAO PR campaign has definitely made a stir with metrics that are off the charts ... and the next phase of the campaign was just launched in February 2018 ... stay tuned for more!

Dr. Posluns, Chair NYM Committee, has been working hard at the New and Younger Member recruitment and benefits and recently launched a new NYM Facebook page.

Finally, we are coming off of the most successful and well attended CAO Scientific Session, EVER, in Toronto in September 2017. The next CAO Scientific Session will be in Vancouver, BC, Sept 6-8, 2018. Registration is now open and we hope to see you there.

Remember, our profession thrives when are united....so please continue to support the CAO.

Respectfully Submitted,  
Dr. J. Eric Selnes

## Membership Update

The future of Ontario Association of Orthodontists depends on maintaining a strong membership base. We need to preserve the collective voice of Ontario orthodontists to advocate our profession's interest in these rapidly changing health-care dynamics. The most recent update for our membership shows 289 total members. The steady decrease in the total membership numbers over the years is concerning. Currently, the board of directors is actively working to reach more orthodontists to seek their support for our association.



We strongly believe OAO offers a great platform to networking, mentoring, and professional development especially for our new and young members. We encourage you to attend our meetings to see our new and ongoing projects such as direct to consumer advertising campaign, preparing an orthodontic assistant education course, presenting another outstanding scientific session with both Core 1 and Core 2 credits and reporting general dentists to the RCDSO who advertise themselves as specialists.

We look forward to welcoming new members. Please join us to spread the word to our colleagues.

Respectfully Submitted,  
Dr. Emel Arat

## New Members

OAO welcomes the following new members:

### July 2017

Dr. Shakti Singh

### September 2017

Dr. Ali Shojaei

### October 2017

Dr. Zahra Najirad

Dr. Matthew Tse

### November 2017

Dr. Catia Giambattistini

Dr. Bhavna Sharma

### December 2017

Dr. Dennis Dionne

Dr. Harold Rosenberg

### January 2018

Dr. Constantine Athanasopoulos

Dr. Harry Fung

Dr. Emily Trohatos

### February 2018

Dr. Kevin Davis

Dr. David Hirsch

Dr. Sarah Malek

Dr. Catharine Radicanin

Dr. Mohammad Razavi

Dr. Norm Riekenbrauck

Dr. David Shapiro

Dr. Sharleen Tan

Dr. Mark Tesseyman

### March 2018

Dr. Tracey Hendler

### Student Members

Mohamed-Nur Abdallah

Maria Pia Canales

Jeffrey Chow

Jennifer Curran

Diego Diaz

Chelsea Ko-Adams

Emma Paige Kozak

Tim Lou

Jocelyne Shim

William Taylor

Johnny Tran

Leah Van Sant

Fraser Young

## Treasurer's Report



1. Budget: We now have a budget for the OAO forecast out to 2020 that takes into account the matching funds from the AAO for our Consumer Awareness Program and also the Scientific Sessions. This was a request from within the executive to assist in managing the OAO and we update it with the actual numbers monthly so we are aware of any deviations.
2. The Financials for 2017 were discussed and approved at our last executive meeting February 5th, 2018.
3. AAO reimbursement: The funds have been slow to arrive, however, we received another cheque last month and I have sent out the required invoices for another portion.
4. Few more notes: We have mainly been holding our Executive Meetings via Zoom and that has cut down on meeting costs and we are getting better at conducting the executive meetings in this manner. It is a big help to those of us that live a distance away.

Sincerely,  
Dr. Kent Floreani

## SAVE THE DATE OAO Scientific Meeting June 8–10, 2018

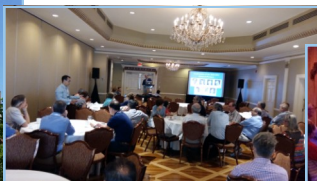
**REGISTER TODAY!**

The Third Bi-Annual OAO Scientific Meeting will be held June 8-10, 2018 at Queens Landing Hotel in Niagara on the Lake. The theme for this year's meeting is "*Digital Orthodontics in the Modern Age*".

There will be two sessions of Core 1 Speakers, with a total possible of 6 Core 1 points. As well, on Saturday there will be morning and afternoon sessions on Orthodontically related topics. Friday evening will be our Welcome Reception, and Saturday evening will be our Gala Dinner Event at Stratus Winery. Early Sunday Morning we will be having our Road Cycling event during the OAO Meeting.

Details of our specific session topics, speakers, social events and how to secure hotel reservations at Queens Landing are all available at [oaomeeting.com](http://oaomeeting.com).

Please let me know if you have any questions. As a courtesy to our members, we have extended our Early Bird rate of only **\$395 + HST** for OAO members to April 19, 2018.



Respectfully Submitted,  
Dr. Richard Marcus  
OAO Scientific Meeting Chair  
[richard.marcus@utoronto.ca](mailto:richard.marcus@utoronto.ca)

## GLAO Report



The ad interim meeting of the Great Lakes Association of Orthodontists was held March 9-10, 2018 at the University of Michigan, Faculty of Dentistry in Ann Arbor Michigan. My first meeting as Ontario Representative to the Board of Directors was a real eye opener given the amount of work that is done on behalf of our specialty by the GLAO. Ontario was well represented at the meeting with Dr. Michael Sherman serving as GLAO Editor and GLAO Delegate to the AAO House of Delegates and Dr. Richard Marcus serving as the powerful Delegation Chair of the GLAO Delegates. Dr. Marcus will present a number of resolutions from the GLAO at the House of Delegates session in Washington this May. Dr. Mariela Anderson is finishing up her term as GLAO Representative on the Council for New and Younger Members and is preparing for another committee position.

A new strategic plan was formulated to guide the association over the next three years, with goals and objectives that reflect the values of the AAO, including engaging and representing the membership, promotion of the specialty to the public and providing educational opportunities to GLAO members and their staffs.

Communications to GLAO members and the general public has never been better, with a revamped website and the slick electronic newsletter that Editor Sherman produces quarterly - check out the new look at [www.glao.org](http://www.glao.org). Dr. Sherman has also started a closed GLAO Facebook page and I encourage all Ontario GLAO members to join and participate in orthodontic discussions that originate in our area.

GLAO elections will be held in a few months. The elections will once again be held electronically and the process is quite simple. This year is a particularly important vote as the general members will be voting for a new Trustee as Dr. Roberts has completed his term, along with representatives to the AAO House of Delegates and the GLAO Executive. It is important that you exercise your right to vote to ensure Ontario's voice is heard at both the GLAO and AAO levels.

Upcoming meetings include the AAO Annual Session in Washington, DC this May 4-8, and of course our GLAO 2018 Annual Session, being held in Toronto, at the Fairmont Royal York Hotel, September 13-16, 2018. This is a joint session, being held in conjunction with the MASO, so the city will be full of orthodontists from the Great Lakes and the Mid Atlantic states. The educational and social schedule for doctors and staff alike is spectacular and the convention floor will be filled with vendors from across North America. The OAO and GLAO will both be conducting their business meetings at the Royal York on the Friday. You can register for the Annual Session on the GLAO website - [www.glao.org](http://www.glao.org). Another great reason to attend is to cheer on one of Ontario's finest, Dr. Ray Bozek (a past OAO and GLAO President), who will be recognized with the GLAO Distinguished Service Award during the meeting for his leadership over the years to our specialty.

To witness the work being done by our Trustee, Dr. Chris Roberts, our Delegates, the GLAO Executive and all of the AAO Councils (Communications, Governmental Affairs, Membership, Ethics and Judicial Concerns, New and Younger Members, Orthodontic Education, Orthodontic Health Care, Orthodontic Practice and Scientific Affairs) reinforces my belief in the need to have strong associations like the GLAO, OAO and CAO to represent orthodontists, particularly in these disruptive and turbulent times.

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## GLAO Report...continued from page 6

If you are not an AAO / GLAO member, or if you have not reviewed your GLAO membership, I strongly encourage you to rejoin. If you have any questions regarding the Great Lakes Association of Orthodontists, please do not hesitate to call or email me.

Respectfully Submitted,  
Dr. Drew Smith  
Ontario GLAO Representative  
(e) [drdrew@smithorthodontics.ca](mailto:drdrew@smithorthodontics.ca)  
(t) 519-433-3701

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## Infection Control Guidelines Report

The During our last meeting, we had the pleasure of having Dr. Chris Swayze, from the RCDSO address the group, bringing us information on the ever changing infection control landscape. There are concerns from dentists across the province on the requirements needed in order to adhere to and meet expected standards. One of the main take home messages was this is still an area that the various public health units across Ontario (there are 36) and Public Health Ontario (PHO) are trying to reach consensus on.

There is a Revised Checklist that has been put out by Public Health Ontario pertaining to dental offices that members should be familiar with. Although this document is put out by Public Health Ontario, each local public health unit can use its own discretion as to how much or little of it they wish to enforce.

You can find the checklist for what is being called Core Elements in Dental Practice Settings: [https://www.publichealthontario.ca/en/eRepository/IPAC\\_Checklist\\_DENTAL\\_Core\\_Elements.pdf](https://www.publichealthontario.ca/en/eRepository/IPAC_Checklist_DENTAL_Core_Elements.pdf)

You can also find the Reprocessing in Dental Practice Settings: [https://www.publichealthontario.ca/en/eRepository/IPAC\\_Checklist\\_DENTAL\\_Reprocessing.pdf](https://www.publichealthontario.ca/en/eRepository/IPAC_Checklist_DENTAL_Reprocessing.pdf)

Being familiar with the above two documents is recommended, and the suggestion by Dr. Swayze was to pay close attention to the 'Notes' section or column as it provides additional information/resources that would be of value.

According to a recent presentation that Dr. Swayze gave at the University of Toronto Infection Control continuing education course, the checklists and requirements may still be changing and it is anticipated that yet another revised checklist may be on its way in the next few months.

Respectfully submitted,  
Dr. Shervin Abbaszadeh

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## Great Lakes Association of Orthodontists (GLAO) Election

Once every eight years the GLAO elects the American Association of Orthodontists (AAO) Trustee to represent the GLAO at the AAO Board of Trustees. The Trustee serves four, two year terms followed by serving as President-elect and President of the AAO.

Our very own OAO Past-President, Dr. Michael Sherman, is a candidate to become the AAO Trustee. He has served as President of the GLAO, served on the AAO Council on Orthodontic Practice for six years and two of those years as the chair of the council. He has served on over two dozen task-forces and committees for the OAO, GLAO and AAO.

In the 118 year history of the AAO, only two Canadians have held the position of AAO President. The most recent AAO President from Ontario held office in 1914, over 100 years ago. Once elected, Dr. Michael Sherman will provide us with an opportunity to have a Canadian/Ontario voice at the AAO Board of Trustees.

Please join us in our support of Dr. Michael Sherman by ranking him No. 1 for AAO Trustee on your ballot this year!

Ballots will be sent to each GLAO member electronically in June, 2018.

Every vote makes a difference, so take this opportunity to have your voice heard!

If you have any questions for Michael, please feel free to reach out to him personally by e-mail: [mwsherman@rogers.com](mailto:mwsherman@rogers.com) or by telephone: 905 886-8262.



A Special Recognition Award was presented to Dr. Gagan Bhalla in appreciation of his dedication on the OAO Board of Directors during the OAO Business Meeting on November 2, 2017. Dr. Bhalla served as the GLAO representative during 2014-2017.



## Nominations for the OAO Board of Directors

On June 9, 2018, the Ontario Association of Orthodontists will hold its Annual General Meeting and will announce a newly elected Board of Directors.

To facilitate the preparation of the slate and to ensure that the process is open to all members, the OAO is now issuing a Call for Nomination for the OAO Board of Directors from the members of the Association. There are 7 positions to be filled.



Anyone who is interested in sitting on the Board of Directors for 2018 - 2019 is asked to complete and submit this Nomination Form and return to Dr. John Bozek, Chair, Nominations Committee at [john@bozekorthodontics.com](mailto:john@bozekorthodontics.com) or via facsimile at 416-441-0591.

Please submit your completed nomination no later than **April 26, 2018 at 5:00 pm EDT.**

An electronic vote will take place commencing on May 7, 2018 and will remain open until 5:00 PM on May 15, 2018. The results will be announced at our AGM of the successful candidates to the 2018-2019 Board of Directors.

For complete details on the nomination process, download the [Nomination Form](#).

Sincerely,

Dr. John Bozek  
Nominations Committee Chair & Past President  
Ontario Association of Orthodontists  
[john@bozekorthodontics.com](mailto:john@bozekorthodontics.com)



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## Smiles 4 Canada – Ontario

We are overwhelmed and desperately need your help.

As most of you already know, the CFAO sponsored program, Smiles 4 Canada, has been operating for over a year now. The goal of the program is to provide needed orthodontic care for young low-income Canadians who would otherwise not be in a position financially to receive treatment. The treatment is being provided by our member orthodontists, on a strictly volunteer basis. Participation in the program is completely optional, but Smiles 4 Canada hopes that every orthodontist will consider providing pro-bono treatment for at least one child per year.

Ontario has seen the largest number of applications amongst all of the provinces and unfortunately, we have not been very successful in recruiting volunteer orthodontists to handle the case load. To those who have volunteered and have cases ongoing, we are truly grateful. I am hoping that those of you who are considering helping out, will come forward now and become part of this very worthy program. We need providers from all corners of the province- South-west- Windsor, Sarnia, London; Northern Ontario- North Bay, Sudbury, Thunder Bay; Eastern Ontario- Ottawa, Cornwall, Kingston and finally the GTA- Oshawa to Fort Erie.

I'm aware that most of us provide some form of pro-bono services- either through charitable organizations or within our own practices. Occasionally, families in our care fall upon difficult times and struggle to make ends meet. Often reluctant to ask, these proud people need our support and we are more than willing to help. We rarely give it a second thought. We are there for them. It's who we are as a profession. We now have a large group of young patients whom we have identified as having nowhere to turn when it comes to improving their smiles and ultimately their lives. Their last chance at receiving the benefits our patients enjoy every day is the Smiles 4 Canada program.

I am asking, no, imploring, that each and every member step up and offer their help in this valuable, Canadian only initiative. If you have already taken on a patient and are willing to accept another it would be much appreciated.

I believe the satisfaction you and your staff will garner, the joy you will provide to those kids who have so little and the goodwill you will generate for our profession will be priceless.

If you are willing to add your name to our database of providers, email the CAO office at: [smiles4canada@associationconcepts.ca](mailto:smiles4canada@associationconcepts.ca) or call the CAO office directly and speak to either Kim or Alison: (416) 491-3186. As well, I am always available to answer any questions you might have or discuss the program in further detail: [dr Gordieorgan@sympatico.ca](mailto:dr Gordieorgan@sympatico.ca) or my cell: (416) 731-5007.



Respectfully,  
Gordie Organ, Ontario Director  
Smiles 4 Canada

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## RCDSO Report

The RCDSO had its most recent council meeting March 8, 2018. Below, you'll find some of the salient points:



- Dr. James Posluns was 1 of 3 people appointed to the Professional Liability Program Committee – congrats Jim!
- Council is undertaking a large scale epidemiology study of why complaints are lodged by the public – first of its kind worldwide.
- The College is planning on launching a new website sometime in April.

Advertisement regulations amended and streamlined to better reflect public's interest – also meant to allow staff of college to offer better advice to members based on interpretation of the regulations. A new Practice Advisory – Professional Advertising and Promotion will be circulated for public consultation. Of note, once passed, specialists could state they are specialists, have added training and include their membership in specialty organizations. Testimonials, inclusion of designations/awards, "Kids Clubs" would all be allowed once approved.

Council passed proposal to set Registration fees as \$2,360 effective October 1, 2018 and \$2,435 effective October 1, 2019, and \$2510 effective October 1, 2020. Effective October 1, 2021 fees will be based on an increase as set out with the Ontario consumer price index.

Draft for Professional Advisory passed for Use of Social Media, which will be circulated.

Respectfully submitted,  
Dr. Shervin Abbaszadeh

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## Upcoming Meetings and Scientific Sessions

AAO Annual Meeting  
Washington, DC  
May 4-8, 2018

GLAO/MASO Annual Meeting  
Fairmont Royal York Hotel - Toronto, ON  
Sept 13-16, 2018

TOC Spring Meeting  
Sheraton Centre - Toronto, ON  
May 25th, 2018

OAO Fall General Meeting  
Fairmont Royal York Hotel - Toronto, ON  
September 14th, 2018

OAO Scientific Meeting  
Queen's Landing Hotel, Niagara On The Lake, ON  
June 8-10, 2018

AAO Winter Conference  
JW Marriott Marco Island, Marco Island, FL  
Jan 25-27, 2019

CAO Annual Meeting  
Westin Bayshore Hotel - Vancouver, BC  
Sept 6-8, 2018