

## OAO Executive Council

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Treasurer

Dr. Pourang Rahimi  
Secretary

Dr. John Bozek  
Immediate Past President

Dr. Shervin Abbaszadeh  
Director

Dr. Michael Goldstein  
Director

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Dr. Michael Goldstein  
Newsletter Editor

## President’s Message

Happy Summer!

To say that it has been an eventful year so far would be an understatement! Amid the up-and-down weather, your OAO executive has been VERY busy with both ongoing and more recent initiatives.



As a primary initiative, we continue to promote Orthodontics by Orthodontists in the province of Ontario via the Consumer Awareness Program and the revamping of the OAO website. A very large number of prospective patients and parents have been driven to our website since the inception of our online campaign, with every visitor to our site being directly exposed to educational material regarding the difference and benefit to seeing a qualified orthodontist to straighten their teeth and bite. A significant and unprecedented proportion of these prospective patients have also taken advantage of the Find an Orthodontist Locator tool, driving these patients directly into our practices.

We continue to lodge 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.

A survey was recently sent out to all of our members to find out both what we are doing well, and what we can be doing better to serve our membership most effectively. The results of the survey are summarized in Pourang Rahimi’s report below; all members can rest assured that their voices have been and will continue to be heard, and that we are 100% committed as your Executive to carry out the wishes of the membership to the full extent of our abilities.

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

We continue to be in contact with the RCDSO to combat the entry of do-it-yourself orthodontic companies such as Smile Direct Club into Ontario, as will be expanded upon in Dr Shervin Abbazadeh's report below.

For those members who may not be aware, over the last few months there has been growing concern with regard to implementation of the Infection Control and Sterilization practice guidelines in Ontario. With the recent shutdown of several dental and more recently one orthodontic office in Ontario for apparent breaches of Ministry of Public Health guidelines, many of our members have expressed grave concern as to the potential implications regarding current practices and sterilization protocols. I have personally been in touch with College Registrar Irwin Fefergrad to voice the concerns of our members and he has assured me that the RCDSO will keep us closely in the loop as the current guidelines are clarified and refined to eliminate any existing ambiguities and/or disconnects between the various licensing and regulatory bodies. Ongoing communication with the College is planned to ensure that we keep our membership abreast of pertinent developments, as well as to do everything we can to positively influence the decision-making regarding sterilization practices both so that the public is optimally protected, and so that we can all operate our practices and comply in a practical manner.

Another MAJOR recent development has been the announcement of a proposal by the federal government to reformat and effectively eliminate many of the favorable tax benefits afforded to health care professionals via many of our current corporate structures. If implemented as currently proposed, these changes could have a potentially devastating financial impact on many of our members. Although as a group we are small in number, I have recently been in touch with the leadership of both the ODA and the CAO, and have been advised that lobbying efforts are currently underway via our larger organizations to combat this proposal. I have pledged the OAO's support in whatever lobbying efforts are undertaken to attempt to mitigate the impact of any changes to our members. There will likely come a time in the near future where we will have the opportunity to sign our names to petitions to our local MP's. It is pivotal that we all participate in making our voices heard if we are to have any hope of reversing or preventing elements of this proposal.

In lighter news, back by popular demand, I am delighted to announce that we are planning our third Scientific Meeting in Niagara on the Lake from June 8-10, 2018. Chaired once again by Richard Marcus, it promises to be another superb event with top speakers and a great social program, including lectures that award Category 1 Core points. Make sure to mark off the dates in your calendars as this is not an event you'll want to miss!

With warmest wishes to all of you and your families,

Dr. Mitch Miller  
OAO President

## CAO Report



### **New Marketing and PR Initiative:**

- The CAO Communications Committee consists of Chair, Dr. J. Eric Selnes, committee members Drs. Will Chow, Sarah Davidson, Adriano Farina, Todd Lee-Knight, Brian Phee and CAO Board Liaison to Association Concepts, Ms. Alison Nash
- The committee was tasked with preparing a Request for Proposal (RFP) and tendering marketing and public relation firms to develop, support, promote and market the CAO. An additional objective is for the firm to enhance the CAO's communication with the public and its members
- The committee set out its terms of objectivity and reference. It reviewed 14 proposals then screened and contemplated the proposals and merits of the best five Canadian PR firms including Felicity (Toronto), Blackjet (Toronto), Evans Hunt (Calgary), Jelly (Vancouver) and Herscu & Goldsilver (Toronto)
- The goals for evaluation included:
  - an increased online and social media presence,
  - an outline of their digital marketing campaign,
  - a perception of target demographics and potential plans for the public-directed website rebuild.

Specific questions asked of the firms included:

- impact of the proposal on the individual member,
- can the firm make use the NFP Google grant,
- what experience does the firm have in this area,
- names of potential references, anticipated timelines, costs and metrics
- After considerable discussion, Blackjet, Evans Hunt and Jelly were invited to submit video presentations to the committee on January 27, 2017
- The committee was impressed with the bold, innovative and edgy nature of the presentation by Blackjet and has proposed this firm as the one to be contracted by the CAO Board for purposes of marketing and promotion.

### **Why a Public Awareness Campaign:**

- The profession is under attack, and the CAO is positioning itself to fight the battle
- We have relied on others to fight for us in the past: AAO, CDA, and smaller groups, but the time is now right for the CAO to be the visible voice directly to the public
- The CAO has hired a Toronto-based digital marketing and PR Agency to help guide the message
- Using your assessment money in Canada for a Canadian-centric campaign that is unique, modern and will make a splash
- Members have told us that they want something new, fresh and answering the current threats
- We are engaging member and non-member orthodontists throughout the process to garner feedback and chart the course
- It will launch this Fall at the CAO Scientific Session in Toronto as well as a massive redesign of the CAO Website
- Thank you to the Communications Committee of Drs. Eric Selnes (Chair), Sarah Davidson, Adriano Farina, Daniel Pollit, Brian Phee, Todd Lee-Knight, and Will Chow who has gotten us this far, and continues to guide this massive project.

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### **DIY Orthodontics:**

- Direct-to-Consumer Products coming on the market are a challenge to the standards of care that Orthodontists provide
- The CAO has expressed their concern over the Smile Direct Club and other similar products to the DRA's, and will continue to stand up for the provider-based and not consumer-driven methods of care
- CAO Members have been sent a communique outlining the CAO position that will be made public on the CAO website

Respectfully Submitted,  
Dr. J. Eric Selnes

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## OAO Updates

### **University of Toronto Graduate Orthodontic Program Residents Info Night**



Dr. Selnes and Dr. Arat took University of Toronto Ortho residents out for an OAO/CAO info night. It was very well received. Residents were particularly interested in the OAO's and CAO's position in dealing with current issues, such as orthodontic treatment provided by general practitioners and DIY orthodontics, etc. The benefits of having an orthodontic association were discussed widely and students were very receptive to the idea of being a part of the association. OAO started to have a student representative observing board meetings to tighten the bond with the prospective graduates. It is our desire to have a similar meeting with University of Western Ortho residents. On a side note, the majority of the graduating class is looking for job opportunities and could benefit greatly from mentorship. If you know a member who is looking for an associate or prospective buyer for his/her practice, you could post on the OAO members-only Facebook page and the OAO website or simply let us know.

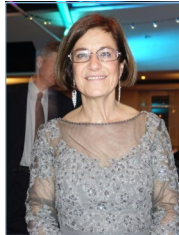
### **ODA President – Dr. LouAnn Visconti**

Dr. Arat had a chance to have a brief conversation with Dr. Visconti at the University of Toronto Undergraduate convocation. She mentioned that she is aware that specialists are not maintaining their memberships with ODA and she would like to address that. She is planning to call specialty associations' presidents for a meeting to discuss our needs. She is not particularly happy with the specialists' advertisements where GPs are depicted, as they are not being trained to do this or that. She would like to start communicating with specialists to see how ODA can help to get the message out. She is wondering if OAO would be interested in such a meeting. Dr. Arat said that OAO would love to participate. We will keep our members posted.

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## OAo Updates ...continued from page 4

Dr. LouAnn Visconti from Timmins was installed as Ontario Dental Association President for 2017-18. She is the first orthodontist to be President of the ODA and fourth female President in ODA's 150 years. On behalf of our members, we would like you to know that we are enormously proud of you and the great honor you have brought to our specialty.



OAo board has decided to create two Facebook accounts for our association. One of them is a public Facebook page and the other one is a members-only Facebook group. We are aware that not everybody is on Facebook and if you would like to have an access to it you could create a Facebook account for yourself or your practice.

OAo's public Facebook page is only to support our online presence. We will be posting informative content for the public to increase the awareness of our specialty and association. Please like, share and invite your friends to like OAo's Facebook page. Just to give you an idea about how this works: A recent OAo post of Dr. Visconti's induction as ODA president had reached over 900 people. So people who liked OAo page and their Facebook friends would see this post on their feed. There is a great potential to reach public with these posts. We are currently working on creating more educational posts for public.

OAo members-only Facebook group has a different objective. There are currently 75 members in this group. We would like to have more members in this group; please ask to join to the closed group and we will add you a.s.a.p. The aim of this members-only group page is to inform our members about OAo activities and increase the communication between the board and its members.

Also, unlike the public page, you can post on this page. We thought that it would support our members by giving you a platform to communicate with one another. You can post anything. For example, you can use this platform to look for an associate; to cover for a maternity leave; to sell gently-used equipment; to ask opinions on a clinical material or equipment or companies; to ask for a clarification about insurance matters, and so on.

Please let us know if you have any questions. We would love to hear from you.



Respectfully Submitted,  
Dr. Emel Arat



# Past President's Message and CAP Report

New Website launched in March 2017 - [www.oao.on.ca](http://www.oao.on.ca)

The screenshot shows the homepage of the Ontario Association of Orthodontists. At the top, there is a navigation bar with the OAO logo and the tagline "Who's straightening your teeth? Dentists and Orthodontists are different. Find out how by clicking here!". Below the navigation bar, there is a search bar for finding an orthodontic specialist near you, with fields for postal code or address, orthodontist last name, and a search button. To the right of the search bar is a photo of a smiling female orthodontist. Below the search bar, there is a video player and two quick facts sections. The video player shows a video titled "Buyer beware: Dentists can be trained in orthodontics, but they're not orthodontists". The quick facts sections are "Did You Know" and "Buyer beware: Dentists can be trained in orthodontics, but they're not orthodontists".

- If you are an OAO member please verify we have your correct contact info and your name shows up in doctor locator feature
- Did you know in the last year we have 28 000 visits to our webpage and 5000 potential patients use the doc locator feature
- Check us out including the new employment opportunities tab which opens after you log in. We welcome your feedback on the entire site
- Our survey results suggest our members want to the OAO to more actively promote the difference between general dentists and specilaists. Click on **"Who's straightening your teeth"** on the homepage.

The screenshot shows a page titled "What's the Difference Between a Dentist and an Orthodontist?". The page features a large image of a smiling person's mouth with a vertical dashed line down the center. Below the image is a comparison table between an Orthodontist and a Dentist. The table is as follows:

ORTHODONTIST	DENTIST
Dental Degree + Specialized Orthodontics Degree	Dental Degree
Specialist in facial growth, dental development, and occlusion	Generalist in dental and oral health
Specialist in tooth and jaw alignment	Diagnoses and treats diseases affecting the teeth and gums
Only does orthodontics	Treats many dental problems
Dentists working with orthodontists results in the best dental esthetics and oral health	

At the bottom of the page, there is the OAO logo and the website URL [www.oao.on.ca](http://www.oao.on.ca).



Respectfully Submitted,  
Dr. John Bozek

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## OA0 Scientific Meeting 2018

SAVE THE DATES - Friday June 8- Sunday June 10, 2018

The Ontario Association of Orthodontists will again be presenting our Bi-Annual Scientific Meeting in Niagara on the Lake.

The Meeting will be held at the Queen's Landing Hotel, and our Reception will be Saturday Night at Stratus Winery.

Participants will have an opportunity to get both Core 1 CE points as well as other CE Points.

Niagara on the Lake is the ideal location to visit wineries, attend the Shaw Festival, go golfing or bicycling, or just relax.

Details will be sent to all OAO Members in 2018.

Respectfully Submitted,  
Dr. Richard Marcus  
OAO Scientific Meeting Chair

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## Upcoming Meetings and Scientific Sessions

### **CAO Annual Meeting**

September 14-16, 2017  
Fairmont Royal York, Toronto, ON

### **GLAO Annual Meeting**

September 14-17, 2017  
Hotel Roosevelt, New Orleans, Louisiana

### **OAO Fall General Meeting**

November 2, 2017  
Old Mill Toronto, Etobicoke, ON

### **TOC Fall Meeting**

November 3, 2017  
Sheraton Centre Hotel, Toronto, ON

### **AAO Winter Conference**

Feb 9-11, 2018  
Westin Kierland Resort, Scottsdale, Arizona

## GLAO Report

The Great Lakes Association of Orthodontists (GLAO) is one of eight constituent organizations that comprise the American Association of Orthodontists (AAO). 5 Components of the GLAO include: Indiana, Michigan, Ohio, Ontario and Pennsylvania (west of the Alleghenies).



### Save the dates

- **2017 Annual Session**

This GLAO/MSO/SWSO combined Annual Session will be held **September 14-17, 2017** at The Hotel Roosevelt in New Orleans, LA.

- **2018 Annual Session**

A joint GLAO/MASO Annual Session will be held at the Fairmont Royal York in Toronto, **September 13 – 16, 2018**. A social event at the CN Tower is planned!

### "The AAO is listening to its Members"

The AAO House of Delegates voted to reduce the AAO Consumer Awareness Campaign assessment by \$200 to \$600 annually, for 2017-2018. A new digital campaign will effectively use our Members' resources, with the ability to tailor the campaign to different regional and demographic needs.

### GLAO Lindsey Kesling scholarship award

Happy to share the good news that Two Orthodontic residents from Western University were among the recipients of the GLAO Lindsey Kesling scholarship award.

[Follow this link](#) to see the following GLAO News (May 2017) link for an article about the recipients of the award.

### GLAO Trustee

Finally, 2018 is the year of the election of a new GLAO Trustee and OAO members should be prepared to vote in June 2018.

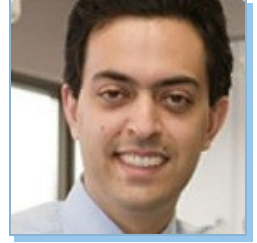
Please follow this [article link](#) by Dr. Chris Roberts from GLAO News (May 2017) that goes into the details about the process.

I appreciate the opportunity to serve both the OAO and the GLAO. Please feel free to contact me with any concerns, questions or suggestions and can be reached at [gaganbhalla@yahoo.com](mailto:gaganbhalla@yahoo.com)

Respectfully submitted,  
Dr. Gagan Bhalla



## RCDSO Report



The OAO continues to monitor the Smile Direct Club and is in regular communication with the RCDSO. The College is aware of this model aimed at delivering aligner therapy directly to consumers, bypassing the dental professional. The College has expressed concern over this type of delivery of care and is committed to helping protect the public. The OAO views this issue as a top priority and will continue to closely monitor and work with the College to ensure the public's protection, in having orthodontic treatment provided by properly trained dental professionals.

The Council at the College has established a Working Group to review the RCDSO's advertising principles, guidelines and regulations in general. The work of this group will likely take the better part of a year, before any recommendations or advice can be reported back to Council.

The Delegation Regulation Committee is continuing its deliberations towards possibly making a recommendation allowing Level II dental assistants the ability to perform intra-oral orthodontic duties – after completing a training module. It is felt that this change can come about from within the College, rather than a change having to be made to the Regulated Health Professions Act.

The College continues to take very seriously the misrepresentation of qualifications – namely having a zero tolerance policy on GPs claiming to be specialists. We have been encouraged as an organization by the Registrar of the RCDSO to bring any such instance of misrepresentation directly to his attention, and an investigation will be ordered.

The OAO continues to advocate on behalf of Ontario's Orthodontists, and if there are any concerns that members have, please do not hesitate to contact your OAO Board. It is only together that we can keep our profession strong.

### **Infection Prevention and Control in the Dental Office**

The Guidelines of the Royal College of Dental Surgeons of Ontario contain practice parameters and standards which should be considered by all Ontario dentists in the care of their patients. It is important to note that these Guidelines may be used by the College or other bodies in determining whether appropriate standards of practice and professional responsibilities have been maintained.

[Click here](#) to download a copy of the Guidelines.

Respectfully submitted,  
Dr. Shervin Abbaszadeh

## OAO Survey Update

Dear Colleagues,

In order to serve you better, we recently forwarded a survey to Orthodontists across the province. If you did not respond, and would still like to do so, we would love to hear from you. To participate, please type the following link on your browser: <https://oao.on.ca/limesurvey/index.php/885163?lang=en> to participate.



Here are some highlights that have come up to date:

- Most would enjoy scientific meetings such as the ones we have held at Niagara-on-the-Lake
- 74 % of the survey attendees would like to see us work more towards promoting Orthodontist vs Dentist in the community at large
- 51 % of the survey attendees would like to see us work more towards having a stronger voice with the RCDSO.

These points are all well taken. We are already working towards another scientific meeting for 2018, with dates and location still to be finalized.

As with most of you, your Executive is also concerned with the other points that have been brought up. Rest assured that we have worked hard and will continue to work hard on your behalf to resolve these important and complex issues.

Please remember that we are your official voice in Ontario. Do not hesitate to contact us with any of your concerns.

On behalf of your OAO Executive,  
Dr. Pourang Rahimi

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## New Members

### October 2016

Dr. Sarah Habib  
Dr. Melissa Milligan  
Dr. Nima Mir  
Dr. Andrea Picard  
Dr. David Simone

### November 2016

Dr. Roozbeh Rashed

### February 2017

Dr. Jonathan Britton  
Dr. Paul Castella  
Dr. Gabrielle Chan  
Dr. Christopher Kirk  
Dr. Connie Ling  
Dr. Serge Sanovic

### March 2017

Dr. Vanessa Chong  
Dr. Gerald Zeit

### June 2017

Dr. Tony Pasquale

### Student Members

Issam Abualreesh  
Aaron Bottner  
Jeffrey Chow  
Tina Imbriglio  
Vijay Mudaliar  
Corey Ng  
Ashley Phuong  
Yona Vandersluis