

## OAO Executive Council

Dr. John Bozek  
President

Dr. Mitch Miller  
Vice President

Dr. Kent Floriani  
Treasurer

Dr. Emel Arat  
Secretary

Dr. Lui Redigonda  
Immediate Past President

Dr. Shervin Abbaszadeh  
Director

Dr. Pourang Rahimi  
Director

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Dr. Michael Goldstein  
Newsletter Editor

## President’s Message

Happy Thanksgiving!

Fall is in the air! After a fantastic summer the weather is finally changing and so are things at the OAO. Before I highlight what is happening at the OAO, a few words of gratitude and congratulations are in order.



Congratulations and thank you to Richard Marcus and the Scientific Session Committee for orchestrating an amazing meeting in Niagara On The Lake. The meeting was a smashing success and there is already talk of when the next one will be. I would also like to congratulate Lui Redigonda, our immediate past president, for his outstanding job last year. There are a lot changes happening at the OAO and many of them were initiated under his watch.

One of our biggest changes last year was the hiring of Bond Executive Services to replace our long time friend Gayle Fielding. With one year under Bond’s belt we are now seeing consistency and improvements to our accounting systems, membership database and member services.

Last year also saw our members unanimously accept our new by-laws at our fall meeting. The by-laws make us ONCA compliant and were designed to improve board transparency and encourage more member involvement by limiting board terms to 4 years. The by-laws resulted in a new election process and I would like to welcome Mitch Miller, Emel Arat, Kent Floreani, Shervin Abbaszadeh and Pourang Rahimi to the board of directors. There were some concerns with this process at the spring meeting and these concerns are being addressed by the by-law committee. This is our first set of by-laws and our goal is to have these by-laws evolve as our organization does.

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








The OAO is a provincial organization and we are working hard to engage members from all across the province. We now have the capability for electronic voting which gives everyone across the province a voice rather than only those who can attend meetings in Toronto. We also have the capability of video conferencing at our executive meetings and hence hope to have non GTA members consider joining the board. Please don't hesitate to contact us if you are interested. We have re-coordinated our efforts with the Toronto Orthodontic Club and will host our general meetings the night before TOC meetings. For 2016/17, these meetings will be hosted at the Toronto Sheraton Centre again in effort to encourage out of town members to attend both meetings. And finally last year, Lui and myself took the OAO on the road to Ottawa to address member concerns in that area and we hope to continue the OAO road show.

Highlights of my presidential year so far include implementation of the CAP program, please see Mitch Miller's report and the honour of presenting Dr. Ray Bozek with the Distinguished Service Award at our spring meeting. I look forward to presenting the same award to Dr. Jeff Berger at our November meeting. See you there!!

Sincerely,  
Dr. John Bozek  
OAO President

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## OAO Member Benefit Statement

-  New internet/Google based Consumer Awareness PROGRAM (CAP) to highlight benefits of having treatment by an orthodontic specialist. To date we have directed over 6,000 visitors to our new web page;
-  Representation at RCDSO, ODA, CAO, AAO, GLAO and OADS;
-  Access to future scientific meetings at amazing value;
-  Improved "Find an Orthodontist" search feature on our website - used 725 times since July 1, 2016!
-  Twice-a-year dinner meetings featuring a speaker, bi-annual business meeting, and networking at no cost to our Active, Academic, and Student members;
-  Active lobbying for expanded duties for dental assistants in the orthodontic specialty office;
-  Monitoring and communicating with the RCDSO regarding misrepresentation of orthodontic specialty credentials by general dentists. Two active pending discipline cases;

And more!

# OAO Scientific Meeting 2016

The OAO held our second OAO Scientific Meeting during the last weekend of May at Queens Landing in Niagara on the Lake. We had great weather, and an excellent turnout- nearly 100 Orthodontists, and 32 exhibitor booths. The speaker agenda included two 3 hour Core One Courses, allowing participants to receive 6 of the 15 Core One points required for the current 3 year cycle. We also had 2 3 hour Category Two Courses, providing an additional 6 CE points.

Our social events included a Friday Welcome Reception at Queens Landing, and a Gala Reception on the Saturday night at Stratus Winery. Both events were also very well attended.

To get some guidance as to possible future Scientific Meetings, a survey was e-mailed to our participants. Nearly 50% of attendees responded, and some of the highlights of the Survey are:

- Location of Meeting (Queens Landing, Niagara on the Lake) - 100% responded Excellent , Very Good, or Good
- Food and Beverage - 97 % responded Excellent, Very Good or Good
- Balance of Core 1 and Category 2 Lectures - 95% responded positively
- Length of the Meeting - 92% found the time allotted "just right"
- Nearly 98% responded that they would attend a future OAO Scientific Meeting

Details of the survey are available. Please contact me if you wish to review them - ([richard.marcus@utoronto.ca](mailto:richard.marcus@utoronto.ca))

I'd like to thank Jason Butkus, Shari Bricks and Shirley Yuen, our administrators, for their very professional help in making this event so successful.

Respectfully submitted,  
Richard Marcus  
OAO Scientific Meeting Chair



## Treasurer's Report

I would like to draw your attention to the following points regarding the finances of the OAO.



1. Membership dues are up slightly as a result of a fee increase for this year and not due to an increase in membership numbers.
2. Our draft summary of the Scientific Meeting indicates we profited by \$26,547 (vs \$23,968 in 2014). Our record keeping included two sets of books with the Scientific meeting separate and this year it will be streamlined to be only one set. Some additional fees are in there for Bond that in the past might have been in the general and admin expenses. FYI:

	<b>2014</b>	<b>2016</b>
<b>Sponsors</b>	<b>\$56,465.50</b>	<b>\$59,730.05</b>
<b>Reg Fees</b>	<b>\$41,153.55</b>	<b>\$46,549.53</b>
<b>Total rev</b>	<b>\$97,691.45</b>	<b>\$106,270.58</b>
<b>Expenses</b>	<b><u>\$73,650.51</u></b>	<b><u>\$79,732.26</u></b>
<b>Net Revenue</b>	<b>\$23,968.94</b>	<b>\$26,547.32</b>

3. With the change from the previous administrative system to our present setup with Bond Association, we incurred some additional transitional expenses. There was some overlap that we don't expect going forward and cost savings will be seen there.
4. With the CAP program being rolled out, we are just getting invoiced for this initiative and will work at recouping some of the costs this year as planned. We are spending \$5000 per month on the CAP program and 50 % of that will be recouped from the AAO matching program.
5. We have about two years of operating funds in reserve (based on a non scientific meeting year) and some discussion will begin this fall with how to manage the reserve. Should it be invested in term deposits? How will CAP impact the cash flow? These are to be addressed in upcoming executive meetings. \$153,000 in retained earnings plus this years earnings so it will increase.
6. A proper budget, has been harder to prepare in the last few years due to the introduction of the Scientific Meeting in 2014 and then the switch to new administrative backing. These two challenges, also presented great opportunities as we have more money to budget with and secondly we have a wonderful talented and organized company assisting the executive to ensure we have accurate information! Your treasurer, with assistance from the executive and our administrative team is working on the budget for the new year. It should be a clean year and a good example of what the OAO will look like financially going forward.

Respectfully,  
Dr. Kent Floreani  
OAO Treasurer 2016

## CAP Report

In the last 3 months, with the help of SearchKings & Google Canada, the OAO has driven over 6,000 new visitors to our member website, <https://www.oao.on.ca/>. This figure translates to a massive 543% increase over the previous three months (6032 vs. 938).



Furthermore, with the help of our new partners, we are now tracking the number of people who are engaging with the website by using the Find an Orthodontist tool. Of the 5100 or so new visitors, 725 (about 13%) have used the Find an Orthodontist tool to search our member database. We believe this number to be an excellent start since all of these visitors have never been to our website, and likely never heard of the OAO. These new visitors are now being driven directly to our members practices, as well as becoming more educated about the value of seeing a real orthodontic specialist via our updated website content.

In future we hope to track not only the users who use our doctor locator tool, but also to track those who actually reach out to our members to schedule appointments.

We are continuing to improve our digital marketing strategies going forward as this is still something new to our association.

It should be noted that all of this initiative has been accomplished using existing funds, with no need for additional member assessments. This is in large part due to the acceptance of the OAO by Google as a non-profit entity (we submitted an application last year that was recently accepted), which allows us to use a significant amount of Internet keyword search terms at no cost as part of the Google Grant program for non-profits.

Respectfully submitted,  
Dr. Mitch Miller  
OAO Vice President

## OAO Distinguished Service Award

An award was presented to Dr. Ray Bozek at the OAO Scientific Meeting for recognition and appreciation to Dr. Bozek's distinguished service and contribution to OAO.



## New Members

May  
Dr. Jeremy Kellerstein

July  
Dr. Efrat Pearlman

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## CAO Report

- Nearing completion of approving electronic insurance submission for Orthodontic Treatment Predetermination with the CDA and CDA-Net, the Insurance industry and Orthodontic Software providers (goal is by Jan 2017).
- Dr. Selnes was "elected" to Chair a communications committee tasked with PR and Marketing of the CAO (separate from the AAO CAP Program) that will be entirely Canadian in content. RFP completed and sent out for tenure. Committee members from across Canada, age, gender and ethnicity being assembled.
- "Show Us Your Selfie Smile Program" to run again until end of December 2016...prize is a new iPhone 7.
- Smiles4Canada completed its pilot run in the Maritimes and is now ready to roll out to the rest of Canada (except Quebec at this time). Our Ontario Director is Dr. Gordon Organ.
- All HST/GST information is available in the members Section of the CAO Website.



Respectfully Submitted,  
Dr. J. Eric Selnes

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## OAO is on Facebook

We are happy to announce our "Member's Only" Facebook group for Ontario Association of Orthodontists. This is a moderated group and the purpose of the group is to facilitate communications between members and the Board. Joining is easy. You can search "Ontario Association of Orthodontists" in groups and request to join the group. The admins will approve your request as long as you are a current member of OAO.

This facebook group will help the President and the Board to inform the members on recent developments, upcoming events and also get the members' feedback on issues, hear their recommendations, requests and complaints. Our regular newsletters will be posted on the page as well.

It will also be a members-to-members platform where one can seek advice and share information on clinical, legal and practice management matters, search jobs or post job opportunities.

We also are starting a public Facebook page for OAO. It can be reached by following the link <https://www.facebook.com/OntarioAssociationOfOrthodontists/> or searching "Ontario Association of Orthodontists" in Facebook pages. Anybody can view or "like" the page. We are planning on using this page to inform the public, run campaigns and get public feedback.



## 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).

### **2016-1017 Officers of GLAO:**

- President, Dr. Dale Anne Featheringham, OH
- Immediate Past President, Dr. Aron E. Dellinger, IN
- President-Elect, Dr. Josephine Weeden, MI
- Vice President, Dr. John Monticello, MI
- Secretary-Treasurer, Dr. Valerie D. Martone, PA
- Trustee, Dr. Christopher A. Roberts, OH

2016 GLAO/MASO joint Annual Session held September 22-25 in the Valley of the Sun at Arizona Biltmore. It was extremely successful with over 370 registrants, 44 exhibit booths and top-notch continuing education.

### **Save the dates:**

- **2017 Annual Session**  
Joint GLAO/MASO/SWSO Annual Session  
September 14-17, 2017  
Hotel Roosevelt in New Orleans, LA.
- **2018 Annual Session**  
Joint GLAO/MASO Annual Session  
Fairmont Royal York in Toronto,  
September 13 – 16, 2018  
A social event at the CN Tower is planned!



Respectfully submitted,  
Dr. Gagan Bhalla

## In Memoriam Dr. Bernard Hemrend

On October 1, 2016, the Graduate Orthodontic Program at the Faculty of Dentistry, University of Toronto lost one of its stalwarts, Dr. Bernard Hemrend.



Dr. Hemrend was born in Windsor Ontario, ultimately working his way to graduate with a dental degree in 1947. He completed his orthodontic training at U of T in 1953, under Dr. Robert Moyers. Bernie put the research program on the map when he received the Milo Hellman Award from the AAO that same year.

Up until the mid-60's Dr. Hemrend practiced full-time in mid-town Toronto. Bernie joined the Faculty part-time in 1965 and by 1968 he was full-time under the direction of Dr. Donald Woodside. In addition to giving seminars on growth and development, Dr. Hemrend's clinical teaching partners included Dr. Harvey Jenkins and Dr. Bill Wilson.

Bernie was a man of many interests outside of orthodontics that included painting, cooking, music and competitive tennis. Always up for chat, Bernie was a regular attendee at orthodontic meetings where he was distinctive in his comfy sweater and his ability to connect with everyone in the room.

The loss of Dr. Hemrend, coupled with the recent losses of Drs. Woodside and Dale reminds us all how much these individuals contributed to orthodontics in Ontario and beyond. As a profession, we are all the beneficiaries of their collective wisdom, insight and dedication.



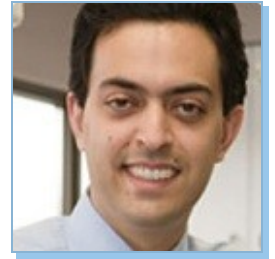


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## OAo Update

In late July 2016 an email went out to some Invisalign providers, from Align Technologies, stating that they have reached a supply agreement with SmileDirectClub, which is an online, at-home direct-to-consumer clear aligner treatment process. This would bypass the orthodontist or dentist in diagnosing, treating and supervising the progression of the orthodontic treatment.

The executive of the OAO is aware of the plans to launch this product into the Ontario market and fully intends to discuss the matter with the RCDSO to make certain that the public's best interest is maintained in receiving orthodontic care in this manner.



Respectfully submitted,  
Dr. Shervin Abbaszadeh

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## Upcoming Meetings and Scientific Sessions

### **OAo Fall General Meeting**

Thursday, November 17, 2016  
Sheraton Centre, Toronto

Guest Speaker: **Dr. Lou Ann Visconti, ODA President-Elect**



**Register Now!** <https://www.oao.on.ca/civicrm/event/info?reset=1&id=8>

### **Toronto Orthodontic Study Club Fall Lecture**

Friday, November 18, 2016  
Sheraton Centre, Toronto

### **AAO - Annual Session**

April 21-15, 2017  
San Diego, California

### **CAO Annual Conference**

September 13-15, 2017  
Toronto, Ontario