

Foresight

At the AAO we are very focused on what lays ahead and we are developing programs to that will allow our members to embrace the future of orthodontics. We are mindful of the dues and assessments that each member pays, and we are creating sources of non-dues revenue to shift some of this burden away from our members. With a focus on member success, the AAO is working to provide great value and opportunities to each member as they navigate the various stages of their professional careers. After all, “Our Members Come First”

Recently, the AAO completed a “Futurist Study” to examine future threats and opportunities that we face as a profession. Through this study we were able to determine six change drivers that we must be mindful of as we plan ahead. These change drivers are:

1. New Competition
2. Orthodontics on the Tech Edge
3. New Orthodontic Specialists
4. Lifelong Orthodontics
5. Educating Orthodontists
6. Evolving Practice Models

The AAO Strategic plan is the “roadmap” for the direction the AAO is headed for a period of three years. Currently, we are operating on the plan that was developed for 2018-2021. We are at the point of refining our strategic plan and along with the valuable information that we uncovered through the “Futurist Study” the AAO Strategic Plan Task Force can modify and refine the “roadmap” to allow us to continue to guide our members and help them navigate around the potential potholes that they may encounter.

The AAO has developed two wonderful new resources for our members that will allow for improved preparedness to face the future of orthodontics:

1. AAO Tech Select that is an online portal to all the resources a member may begin the fabrication of in-house aligners. This includes instructional videos so that you can learn how to create an in-house aligner manufacturing facility and, links to the suppliers of various software resources, equipment suppliers and etc. so that you can select the resources that fit your needs. Check this out @ <https://techselect.aaoinfo.org> and;
2. AAO-Wharton MBO (mastering the business of orthodontics) education program. This will allow participants to learn about the various aspects of the business of orthodontics in succinct modules that will both allow for the development of greater fundamental business knowledge and provide an understanding of how these concepts apply in the setting of your orthodontic practice.

In addition to the various AAO exclusive discount programs that provide member discounts on products such as cyber security, personal concierge services, student loan refinancing, the AAO Tech Select program and the AAO-Wharton MBO program provide a source of non-dues revenue to the AAO that helps to reduce the need for increased member dues and assessments. You can learn more about the AAO exclusive member discounts @ <https://www2.aaoinfo.org/membership/exclusive-discounts>.

AAO is future focused as we develop the new strategic plan for 2022 and beyond. We are creating learning opportunities and resources for our members, so that you can be best prepared to manage what the future brings. We are uncovering exclusive discounts for our members to help reduce your expenses. I hope this provides a clearer picture of how AAO is working to support the success of your practice.

Please reach out to me and let me know how we can better serve your needs.

Stay safe and stay healthy.

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AAO Trustee