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GLAO News

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Eaton Centre

SAVE THE DATE

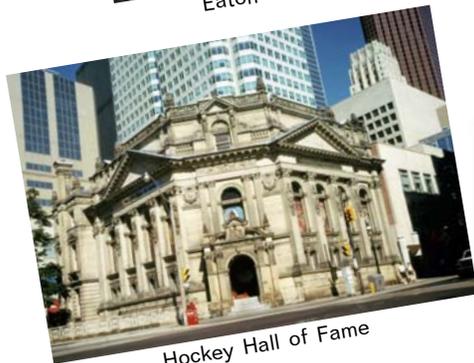
OCTOBER 29
TO
NOVEMBER 1

2009
GLAO
ANNUAL SESSION
SHERATON CENTRE TORONTO

DIVERSITY IN ORTHODONTICS



Toronto Skyline



Hockey Hall of Fame



Old City Hall

We're Going to Toronto!

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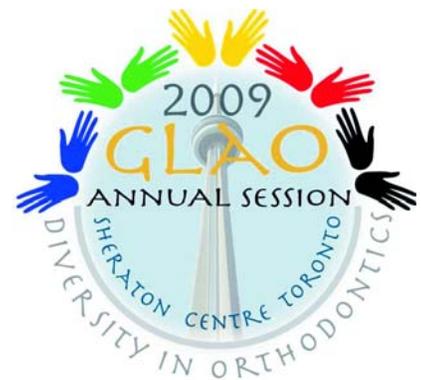
PRESIDENT'S REPORT



RICHARD M. MARCUS, D.D.S., D. ORTHO

A wonderful event is being planned in Toronto this Fall. The Great Lakes Association of Orthodontists is meeting between October 29 – November 1, 2009 at the Sheraton Centre, Toronto. This 2009 Annual Session is presented in partnership with the University of Toronto Orthodontic Alumni Association (UTOAA) and the Toronto Orthodontic Club (TOC).

Our organizing committee has been very busy lining up a diversified program that I'm sure you will all enjoy. The Scientific Sessions will include, for the first time on any stage, the "Tom and Gerry Show": Dr. Tom Mulligan and Dr. Gerry Samson, presenting on Biomechanics. Other speakers will include Drs. Jason Cope, Ravi Nanda, and Robert Boyd. Our Staff Program will include such well-known speakers as Rita Bauer, on photography, Paul Gange, on dental materials and Tripp Frolichstein — an enthusiastic speaker who will energize both doctors and staff. We haven't forgotten that Toronto is a great place to socialize. Our Friday Evening Social Event will be held at the Hockey Hall of Fame. There's something for everyone here! It's partially housed in a beautiful former bank head office, which offers quiet and relaxation while the new area is filled with exhibits and interactive events, for a truly energetic experience.



GLAO ANNUAL SESSION
Sheraton Centre, Toronto, Canada
October 29 – November 1, 2009

We have also set aside an open evening so that visitors can enjoy the wonderful restaurants, theatre, and all that Toronto has to offer. This meeting will also be the first time that members of the Toronto Orthodontic Club, and the University of Toronto Orthodontic Alumni Association have partnered with the GLAO. Instead of their traditional one-day events in the fall, the members of these organizations will be encouraged to register themselves and their staff for the 3-day GLAO meeting at the same registration rates as GLAO members. We hope that this will encourage greater Canadian participation, and give the opportunity for new friendships to be forged.

We want to take this opportunity to thank all those companies who support our meeting. The exhibit hall will afford an opportunity for both Doctors and their staff to meet with company representatives. Be sure to get your "dance cards" completed while touring the hall. The exhibit hall will also be the venue for a wine and cheese reception — a great chance to mingle with friends.

Don't forget to visit the GLAO website at www.GLAO.org to get updates on the 2009 Annual Session, so that both you and your staff can get more information on how to register.

**Mark your calendars and join us the last weekend in
October 2009 for a memorable scientific meeting and party!**



JOHN MONTICELLO, D.D.S., M.S.

The spring of 2009 welcomes two new presidents into the world community. Dr. Richard Marcus and Senator Barack Obama have been elected into their respective presidencies to lead their people into the second decade of the 21st century. With the downturn in the economy, increasing unemployment, rising costs and a population less eager to spend money on “wants” and more interested in paying the mortgage, President Marcus certainly has his job cut out for him. The other President can simply increase taxes and print more money.

2009 has already started off with issues that Dr. Marcus has had to address for his people. His invocation at the Gran Melia in Puerto Rico was well attended, but Dr. Marcus has gone to great lengths to make this year's annual session, in his homeland of Toronto Canada, even better. The GLAO again returns to our Constituency to one of the finest venues for a regional meeting. This

will be a very staff friendly meeting with excellent education for both the staff and the doctors. Without a doubt, in this “taxing” economy, this will be a very cost effective meeting for everyone within our region to attend. State and Province licensing CEU requirements are not reduced or forgiven when practice income levels drop. Toronto is a beautiful city with many exciting theatrical shows, museums and exhibits to experience. Please watch the mailers and check our website for what is available for the family as the doctors and staff are in class. As always, you will not want to miss the planned social events and local tour activities.

This winter and spring, the GLAO Board has been working diligently with the AAO and the other Constituencies, to codify an Affiliation Agreement between the AAO, the Constituencies and the Components. Until now, the AAO has been the effective parent of all the orthodontic associations without any written agreement of how we must behave other than the AAO Bylaws and Principles of Ethics. Recently, a situation arose where a Component association's actions resulted in a restraint of trade lawsuit that exposed a legal liability that might have caused the bankruptcy and termination of the AAO.

Fortunately, the case fell apart and the AAO and all its member associations were saved. This action motivated the AAO to seek national legal counsel to form an agreement that still allows for our autonomy when following

guidelines while also protecting the parent organization. The Trustees and Constituent Presidents have worked together to craft a document, which provides that protection. It will undoubtedly require future revisions and modifications as circumstances warrant, but it is a very good start and our organizations are now sheltered from the accidental or intentional actions of some.

The House of Delegates met in Denver and studied many resolutions and the 2009 budget. There was much interest in members using undocumented claims in their advertisements and possible penalties as a violation of the principles of ethics provisions. That will most certainly be discussed again in Boston as more resolutions are presented to address this issue. The Council on Communication's Consumer Awareness Campaign, “More than a Smile” has shown some very promising results with continued emphasis placed on orthodontic services delivered by a specialist. The budget for 2009 called for some increases and decreases but the bottom line is that there was no dues increase as any additional funding was to be taken out of the excess reserves. The 2010 budget promises to be even more challenging as the AAO income will likely be lower due to the reduction in value of investments

Please enjoy this issue of the GLAO News and learn what is going on, and welcome Dr. Richard Marcus when you spot him in Boston or Toronto. He is the right person for the right job at the right time.

The *GLAO News* is the official publication of the Great Lakes Association of Orthodontists. The opinions expressed in the *GLAO News* are those of the authors and do not necessarily reflect those of the Great Lakes Association of Orthodontists.

AAO TRUSTEE REPORT



JOHN BUZZATTO, D.M.D., M.D.S.

The Board of Trustees met February 19-21, 2009 in St. Louis. Following is a brief overview of the highlights of the Board Meeting.

Council on Communications: The Board approved the following council recommendations: (1) Jennifer Montana, wife of Joe Montana, be invited to be the spokesperson for National Facial Protection Month in April 2009. (2) That a More Than A Smile® customizable print ad template be created that includes a coupon for a free orthodontic check-up and that the coupon specify that the free check-up is only applicable with the AAO member(s) listed on the customized advertisement. **(Bob Good-GLAO representative)**

Council on Governmental Affairs: The Board approved the following council recommendation: (1) That the AAO establish a panel of member-experts on issues that may be critical to our members for the purpose of being prepared to testify before Congress. **(Don Hayes-GLAO representative)**

Council on Health Care: The Board approved the following council recommendations: (1) **Bob Brown** be appointed to serve as AAO representative to the Smiles Change Lives (SCL) National Advisory Board. (2) Stephen Robirds, Paul McKenna

and William Kochenour be appointed to serve as AAO representatives to the ADA Code Revision Committee (CRC). (3) Paul McKenna and William Kochenour be appointed to serve as AAO representatives to the American Association of Dental Consultants (AADC). (4) Robert MacLean be appointed to serve as the AAO representative responsible for meeting with the leadership of the American Cleft Palate Association & Craniofacial Foundation (ACPACF) to identify ways in which the AAO and the ACPACF might work together to address access to care concerning Cleft Palate and Craniofacial Syndromes. **(Bob Brown-GLAO representative)**

Council on Information Technology: The Board approved the following council recommendations: (1) That the Council on Information Technology make a change in mission from: *Be responsible for the development, implementation, and ongoing administration of information technology as it affects the operation of the AAO and the Association's relationships with its members, health-related entities, and the public.* To: *Be responsible for (1) researching, exploring and introducing new clinical and other technologies that impact members, (2) providing education to members on how these technologies might best be used and (3) working with other councils to enhance the dissemination of association information to and from its members, health-related entities, and the public. Additionally, the council should be active in informing about and participating in development of digital based standards (e.g., ADA SCDI & DICOM).* (2) That the Council on Information Technology change its organizational structure from Constituent Representation to Expertise Based Representation and also a concomitant change from council to that of a BOT standing committee, pending the action of the 2009 House of Delegates. **(Joe Janowski-GLAO representative)**

Council on Insurance: The Board

approved the following council recommendations: (1) That the endorsement of the CNA Personal Lines Umbrella policy and the endorsement on the Digital small group brokerage plan be rescinded. (2) A 21% increase for all Major Medical Plans, effective April 1, 2009. (3) That the \$1500/\$3,000 Health Savings Account (HSA) Major Medical be frozen to new participants. **(Jerry Hickman-GLAO representative)**

Council on Orthodontic Education: The Board approved the following council recommendations: (1) David A. Covell, Jr., Councilor of the ADEA Orthodontic Section, be appointed as an advisor to COE and be invited to attend the COE meetings during the 2009-2010 fiscal year. (2) The Councilor of the ADEA Orthodontic Section, be appointed as an advisor to COE and be invited to attend the COE meeting held in conjunction with the ADEA Annual Session. **(Gene Roberts-GLAO representative)**

Council on Membership: The Board deliberated on the following council recommendations to the 2009 House of Delegates: (1) Rejection (formerly 29-08 SWSO) Assessment Relief for Orthodontists Employed at Least Half-time as Faculty. (2) Rejection (formerly 33-08 SWSO) Dues reduction for Orthodontists Employed at Least Half-time as Faculty. (3) Approval of Dues and Assessment Reduction for active members who are employed full-time as hospital/institution staff (formerly 31-08 SWSO). (4) Approval of ADA Membership Eligibility Requirement (formerly 34-08 BT), ADA membership required only on the date of application for AAO membership. (5) Approval that the AAO's Principles of Ethics and Code of Professional Conduct be amended by including the following Advisory Opinion: *V. D. In addition to other rules, in any public statements, announcements of services, and promotional activities, all claims made or utilized by members must be supported by scientifically reliable evidence.* **(Richard Marcus-GLAO representative)**

Council on New and Younger

Members: The Board approved the following council recommendation: (1) That the AAO forward the following recommendation to the ABO Board of Directors regarding the current ABO certification process: When the ABO initial certification exam has been passed and the petitioner has presented six accepted cases during the initial presentation phase, the petitioner will receive a ten-year certificate; or When the ABO initial certification exam has been passed and the petitioner has presented at least three accepted cases, the petitioner will receive a five-year certificate. If the petitioner presents three additional accepted cases within five years, the petitioner will then receive another five-year certificate, making a total of six cases accepted; and further, If the petitioner presents and has accepted more than three cases in the initial certification process, then the petitioner will only need to present and have accepted the remaining number of cases that will total six accepted cases to receive the second five-year certificate (e.g., if the petitioner has four cases accepted in the initial certification process, then they only need to have two cases accepted within the next five years to qualify for the additional five-year certificate). **(Scott Schulz-GLAO representative)**

Council on Orthodontic Practice: The Board approved the following council recommendation: (1) That a February 2011 Orthodontist as CEO conference be the mid-winter national meeting pending final budget and location approval. **(Mary Barkley-GLAO representative)**

Council on Scientific Affairs: The Board approved the following council recommendation: (1) One or more special merit awards may be conveyed each year by the Council on Scientific Affairs. This award is aimed at recognizing excellence in research related to orthodontics. A \$2,000

award will be made available to no more than four individuals who may receive the Thomas M. Graber Award of Special Merit and who are invited to appear in the research program of the Annual Session. Of these four awards If there is a sufficient number of deserving applications, then up to two (2) are to be presented to entries that are related to clinical research and up to two (2) are to be presented to entries related to basic science research. If in one of the categories only one application is found to be deserving of an award, then the other three awards may be presented to applications from the remaining category. If in one category no applications are found to be deserving of an award, all four awards may be presented to applications from the remaining category. If in both categories no applications are found to be deserving, then no awards shall be presented. In addition, travel expenses to a maximum of \$750 for the annual meeting will be provided. These costs are paid out of the COSA budget. The research or applicant must come from an ADA- or CDA-accredited orthodontic program. The research must have been conducted in the United States or Canada. **(Mike Riolo-GLAO representative)**

Board Committees: The Board approved the following committee recommendations: (1) That beginning in FY 2011, the AAO Membership Directory be produced, updated and made available to all members via www.aaomembers.org and further, and that the directory also be made available upon request in an electronic media (i.e. CD-ROM) format at no charge for AAO members. (2) That AAO develop an awareness program for communities of interest, including dental associations, orthodontic programs and related healthcare organizations that promotes AAO programs, services and events that have been designed to address critical issues of interest to the dental community. (3) That a committee of the

Board study AAO members' volunteer activities with the ADA, ADEA, and other dental organizations with the goal of formalizing a communication protocol that will establish dialogue with these organizations and enhance the AAO's organizational relationships; and further, that the committee recommend ways to encourage the involvement of more members in other dental and healthcare organizations. (4) That the Council on Government Affairs (COGA) develop a protocol for a quarterly review and report of AAO positions and potential positions and further, that COGA provide the Board with issues "on the horizon" that may require further research. (5) That the AAO encourage the ABO to study certifying AAO international members that may not meet current eligibility requirements. (6) That the AAO Annual Session Planning Committee consider including product specific programs at AAO Annual Sessions as part of the scientific program. (7) That the current policy allowing the presentation of meetings, programs, events, and courses by individuals, organizations or business entities in conjunction with the Annual Session be expanded to before or after all appropriate AAO sponsored conferences. (8) That at AAO-sponsored events such as the Government Affairs Conference, ADA Annual Session and other similar programs, local AAO members be invited to participate in activities that would reinforce AAO goals for the event and further, that each program be reviewed individually by the Board for approval prior to extending invitations. (9) That the legal book be titled, *Legal Handbook for Orthodontists*; and further That the Handbook be made available in bound form (three-ring binder), and that the related forms be included on CD-ROM; and further That the Handbook be made available to both AAO members and non-member orthodontists. (10) That the AAO fund, per policy, eight (8) voting

CONTINUED ON PAGE 6...

members of the AAO and the Executive Director to attend and participate in all official activities including the WFO Council meeting and World Orthodontic Congress in Sydney, Australia. (11) That the AAO utilize a translation service that provides a reasonable turnaround for Web pages and brochures and that offer translators with a medical and/or dental background.

Other Committees: The Board approved the following recommendations: (1) That the Leadership Conference maintains a one-day format for the conference and to continue to hold it jointly with the AAO mid-winter meeting. (2) That the current AAO Investment Policy Statement be replaced by the recommended Investment Policy Statement prepared by DiMeo Schneider & Associates. (3) Revised version of the Annual Session Operations Manual was accepted as the official version.

Other Recommendations: The Board approved the following recommendations: (1) Orthodontic concepts as presented by the AAO Code Task Force for submission to the ADA Editorial Panel and inclusion into SNODENT (Systematized Nomenclature for Dentistry). (2) That the SAO be allowed to attach the AAO logo on the SAO's public relations card. (3) Michael Weiler (SAO) and Elizabeth Hess (SWSO) be appointed to CONYM as resident members for

2009-2010. (4) Renewal of the Trademark License and Royalty Agreement between the AAO and AAOIC. (4) That the AAO utilize a translation service that provides a reasonable turnaround for Web pages and brochures and that offers translators with a medical and/or dental background; further, that the selected translation service be reviewed annually.

Task Force on Faculty Recruiting and Retention: The Board approved the following task force recommendation: (1) Distance Learning business plan for FY 2009-2010 (\$32,000).

Surveys: The following survey was approved: "MATCH Program".

ADA's Norton M. Ross Award for Excellence in Dentistry: Vince Kokich was selected as the AAO nominee for the Norton Ross Award.

AAO Services Inc. (AAOSI): The Board approved the following AAOSI recommendation: (1) David Williams be nominated to the Board of Directors of AAOSI to fill the unexpired term of Robert Varner.

Budget and Finance: The 2009-2010 budget proposed by the Board of Trustees includes revenues of \$20,221,599; expenses of \$20,125,283; with a projected surplus of \$96,316. The budget also includes the 2nd year of a 3 year \$550 assessment to fund the Consumer Education Campaign. The

total 2009-2010 campaign will spend \$4,463,800 compared to the current year's \$6,923,750. The difference (\$2,459,950) was mostly funded from reserves (\$2,320,000) and to continue to fund the campaign at the same level would require an additional \$280 assessment (proposed by COC) or invading reserves.

Reserves:

Total unrestricted reserves	\$18,680,167
75% target for liquid reserves	\$14,010,125
24 month average liquid reserves	\$16,669,858
Excess liquid reserves	\$2,659,733

Meetings: The following is a list of meetings/conference calls in which I have participated since the November Board of Trustee's meeting: COMEJC conference call, December 17, 2008; BOT conference call, January 6, 2009; COMEJC meeting, January 17, 2009, St. Louis; Leadership Committee conference calls, January 19 & 21, 2009; Committee C conference call, January 21, 2009; Advocacy Conference, January 27 & 28, 2009, Washington, DC; Budget Advisory Committee meeting, February 4, 2009, Orlando; Leadership Conference, February 5, 2009, Orlando; AAO-AAP Mid-winter meeting, February 6-8, 2009, Orlando; Budget Advisory Committee meeting, February 18, 2009, St. Louis.



Visit the Great Lakes Association of Orthodontists website at

www.GLAO.org

for the most current information on GLAO activities.

Council on Communications

DR. ROBERT F. GOOD, II

Consumer Awareness Campaign Update

Year 3 of the Consumer Awareness Campaign is in full swing and includes More Than A Smile ads on ABC Family, HGTV, TV Food Network, and Discovery Health. There will be 20 ads running in U.S. publications during Year 3 of the More Than A Smile campaign. Six ads will run in Canadian publications during Year 3. In addition to a 12-month Keyword Search campaign in both the U.S. and Canada, Web banners appeared on a variety of U.S. and Canadian targeted web sites and several U.S. and Canadian broad reaching Web sites. By November 1, 2008, the first time visitors to braces.org were continuing to increase since the campaign launched in the fall of 2006. Overall, 1.56 million first time visitors were driven to braces.org since the beginning of the campaign in October 2006. In total, over 5 million AAO member names and contact information have been forwarded to consumers since the campaign launched in 2006.

The number of AAO members requesting to customize the More Than A Smile ads continues to increase. If you would like to add your name and contact information to a More Than A Smile print ad, please contact Linda Gladden at 1.800.424.2841. If you're interested in customizing Web banners, the TV commercial or a radio commercial, contact Schupp Company's Eluka Moore at 314.421.5200.

Public Relations Extensions – Expert Webisodes

The AAO is currently working on a series of five expert Webisodes. The Webisodes, or video clips, will be conversational in nature and will be posted on braces.org. Weber

Shandwick, the AAO's public relations firm, will be responsible for driving consumers to the expert Webisodes.

TV Public Service Announcements

The Council received the following PSA results from January 2008 – November 2008:

Summary

Total stations:

294

Total known airings:

30,404

Estimated audience viewings:

273,951,000

Equivalent advertising dollar:

\$4,134,944

The above summary is for Unmask Your Smile, Smiley Face, and Who Am I? Respectively, the PSAs were released June 2007, February 2008, and October 2008.

Resolution to the 2009 House of Delegates

The Council will send a resolution to the 2009 House of Delegates that will recommend a \$280 Consumer Awareness assessment for the 2009-2010 fiscal year and for the 2010-2011 fiscal year. The resolution will recommend that an assessment of \$280 per active and affiliate members will help generate awareness of the specialty and will continue to promote the fact that orthodontists undergo additional specialized training beyond dental school. The \$280 assessment, in addition to the \$550 assessment that passed during the 2008 House of Delegates, could mean that active and affiliate members would be assessed a total of \$830 in 2009-2010 and in 2010-2011 for the continuation of the Consumer Awareness Campaign.

Council on Information Technology

DR. JOSEPH JANOWSKI

It seems like technology is evolving almost every day. In order to keep up with this rapid change, the AAO will be completely revamping its website. The Internet Services staff at the AAO headquarters is currently working with San Serif Graphics in preparation of the upcoming Web site design. In conjunction with the website, the AAOmembers.org email service is in the process of being upgraded. New features includes the "Push" feature that instantly and actively transfers email to a user's smartphone; Apple iPhone® and Windows-Mobile® support; new interface enhancements; and, Web Administrator updates. Work is also underway to add a Google Search Appliance to the web environment. This will improve the searching functions on AAO web sites and provide the ability to search across multiple servers, web sites and networks.

Aside from website improvements, a COIT subcommittee is also working on a joint project with COOP to create a buyer's guide that would outline features of the different practice management software programs. Details will be forthcoming once the final draft has been approved.

Council on Membership, Ethics and Judicial Concerns

DR. RICHARD M. MARCUS

The Council on Membership, Ethics and Judicial Concerns met in person on January 16th and 17th, 2009, as well as by several teleconference calls. Several Resolutions of the 2008 House of Delegates were referred back to COMEJC for consideration, including Resolutions dealing with Members promoting products or services with specific claims, dues reduction for Members working in Hospital/Institutional settings, and for Members working as Faculty at least half-time. The AAO staff is creating a database with information on each of the Graduate Orthodontic Programs in the United States and Canada. This database has and will provide the Council with very useful information. For example, the Council has become aware, for the first time, of the significant level of financial support that the Universities provide in payment of dues for our Academic Members. Other key benefits of this database will be to: 1) provide AAO staff with the ability to communicate with graduates to ensure transition to active membership upon program completion, 2) provide a way to communicate/survey departments directly on issues related to full and part time faculty positions, and 3) provide key contacts within each

graduating class to develop leadership opportunities in the AAO. The Council is suggesting several ways that the AAO could ameliorate the transition from student to active membership, including providing payment plan options, keeping close track of residents near the end of their residencies so that up to date contact information is available. It is also hoped that Alumni associations may be able to assist in this process. The Council is increasing its efforts to respond to the needs of International members, and to do so, invited Dr. William DeKock to attend the Council's January meeting. Dr. DeKock suggested that the AAO consider: multi-lingual signage and translation services at some AAO Session lectures, and that the goal for the AAO be that international members attend at least every other AAO annual meeting.

The Council agreed to initiate a plan to determine the number of Orthodontists who are neither members of the AAO or ADA. This effort will require the co-operation of the state licensing agencies. Letters will be sent by AAO staff to all states with licensing requirements to request a list of licensed orthodontists.

Assistance from our component groups may also be needed.

The Board of Trustees had asked the Council to study the issue of separating the Ethics portion the Council's duties. Neither the legal Counsel of the AAO, nor the Board felt there was a need at this time to separate these duties from the Council's mandate.

The Council addressed the concern of GLAO Members related to multiple complaints from one Member to another with no resultant disciplinary action, and the Council directed the AAO's legal counsel to contact the individual.

It is interesting to note that of the last nine ethics complaints that the Council received last year, seven were related to advertising. It is possible that with difficult economic times, and greater competition, that these numbers will increase.

Finally, the Council is encouraging the AAO to promote and publicize the ability of its Members to pay AAO dues under several payment plan options.

Choose the AAO Professional Liability Insurance Program for Coverage You Can Trust



Why AAO Professional Liability Insurance is your best choice **right now...**

Underwritten by AAO Insurance Company (AAOIC), exclusively for orthodontists.

- AAOIC is owned and managed by AAO members
- Occurrence and Claims-made coverages available
- Free claims-made lifetime coverages available
- Consent to settle provisions available
- Part-time, new graduate, faculty and risk management discounts available
- Only AAO members are eligible; no other specialists

For a free information kit, please call

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Council on New and Younger Members

DR. SCOTT O. SCHULZ

The Council on New and Younger Members (CONYM) met at AAO Headquarters in St. Louis, MO on January 17, 2009. The following is a brief review of the council's discussion.

2009 Annual Session New Orthodontist/Resident Conference

Charlene White will be the speaker for this year's conference at the AAO Annual Session in Boston. Ms. White will focus her presentation on staff/team management issues in an orthodontic practice. The conference is scheduled from 2-5 pm on Sunday, May 3, 2009 followed by a one-hour cocktail reception. The last 30 minutes of the program will be a Q&A session with Ms. White. Spouses may attend this ticketed event.

Child Care Services to Be Offered at AAO Annual Session

Camp AAO, the childcare service provided during the 2009 Annual Session in Boston, aims to make a grand debut. A new service at the annual session, Camp AAO promises to be an increasingly utilized service for annual session attendees in the years to come. The AAO is providing a financial guarantee, so the program will be held in Boston even if registration is low. This allows for last minute and even walk-in registration onsite. The program will also be guaranteed to be held in 2010 at the Annual Session in Washington D.C.

AAO Leadership Opportunities for Younger Members

Younger members are encouraged to communicate their interest in AAO service/leadership with their constituent and component presidents and executive directors. The council agreed that the "getting involved" process should be streamlined so that interested young members do not have to go through this sometimes complicated communication process. If you are interested in increasing your involvement in the GLAO and AAO, contact your CONYM representative, Scott Schulz.

New Member/ Practice Alternatives Presentations to Residents

CONYM members agreed that the best scenario for the AAO presentation to residents would include an experienced member accompanied by a new/younger member to provide two perspectives. We also advise that each school make the program available to all residents each year, because the information is helpful in different ways at each point in a residency. A task force was assembled to begin updating the PowerPoint presentation, which is in process. If you have any interest in helping with the Practice Alternatives Program at your Alma Mater, contact the orthodontic residency program director.

I Keep Safe Brochure for Teens

The AAO currently endorses the I Keep Safe Coalition's program

promoting Internet safety for children. The council members recommend that the AAO increase their marketing of the current I Keep Safe program and the downloadable brochure located on the AAO member website, so that more members become aware of this important program and of ways they can promote the program to their patients and parents.

Student Debt

CONYM members expressed interest in the development of a student loan repayment program as an added benefit to AAO members (and a further incentive for students/residents to become AAO members). The Council on Education is interested in developing this concept and has been discussing possible ways to implement such a program. The COE has identified a potential lender for student loans. The collateral would be provided by the AAO from its reserves/investments. A concept paper has been sent to the orthodontic educators to request their thoughts and ideas. The next step will be for the COE to propose a motion at their meeting on March 15. Following that meeting, the motion will be distributed to CONYM members for their review and input, with the goal of sending a joint motion to the May Board of Trustees.

Council on Orthodontic Education

DR. W. EUGENE ROBERTS

Information You Wish to Share About Activities in Your Council:

- **American Dental Education Association (ADEA)** – As usual the spring COE meeting March 16th will be concurrent with the American Dental Education Association (ADEA) annual conference. ADEA is primarily focused on predoctoral dental education, so few graduate orthodontics educators attend. This is a problem because ADEA is important in the dental education accreditation process via the Commission on Dental Accreditation (CODA). All of the other dental specialties are present at the ADEA meeting so it is a good opportunity to interact with our fellow specialists and dental school administrators. To help alleviate the gap between the ADEA Orthodontics Section and most orthodontics educators, BOT approved the following COE recommendations: (1) David A. Covell, Jr., Councilor of the ADEA Orthodontic Section, be appointed as an advisor to COE and be invited to attend the COE meetings during the 2009-2010 fiscal year. (2) The Councilor of the ADEA Orthodontic Section, be appointed as an advisor to COE and be invited to attend the COE meeting held in conjunction with the ADEA Annual Session. Hopefully, including ADEA orthodontics leadership in COE business will help focus all orthodontic educators on the same agenda.
- **2009 ADEA Deans Luncheon** – The AAO will sponsor a Dental Dean's Luncheon on March 16th in Phoenix to present and discuss educational issues. This year the speakers will be Dr. Karen West, Dean at UNLV, and Dr. Larry Jerrold, Dean and Director at Jacksonville University,

presenting the pros and cons of corporate funding for graduate orthodontics education. To enhance participation, deans and senior administrators are personally invited by program directors, members of the BOT and/or other prominent orthodontists. This more personal approach has substantially increased participation in recent years.

- **2009 Educational Leadership Conference** – These annual AAO conferences have emerged as a prominent international orthodontics educational forum, largely because most educators prefer a meeting at the AAO annual session as opposed to the ADEA meeting. The May 1st conference in Boston will honor Dr. Robert Isaacson for his outstanding career in orthodontics education and scholarship. Bob Isaacson and Southwestern COE representative Emile Rossouw are organizing a program for developing institutional leadership to manage the increasingly difficult financial issues facing graduate orthodontics education. It is a pleasure to announce that BOT has recently confirmed our own Dr. Kate Vig as the honoree for the 2010 Educational Leadership Conference. The GLAO can take great pride in Kate's major contributions to orthodontics education. In addition to her recent ABO Ketchum Award, COE looks forward to furthering honoring Kate at the 2010 Educational Leadership Conference.
- **Craniofacial Anomaly and Special Needs Fellowships** – Council on Dental Accreditation (CODA) has approved the COE initiative for CFA&SN fellowships. Since this a fully accredited CODA fellowship, the institutions providing a fellow's education must also be accredited. Institutions with CFA&SN programs

may be reluctant to initiate the accreditation process unless there is a financial incentive. COE plans to request that the AAO fund three fellowships as an incentive for appropriate institutions to pursue accreditation to provide advanced training for orthodontists in the field of CFA&SN. Expanding this specialized training will benefit orthodontics education and the service orthodontists can offer their patients.

- **Graduate Program Clinical Requirements and Outcomes** - The ABO has the responsibility for setting and maintaining clinical standards in orthodontics. Directors of accredited programs are responsible for ensuring that minimal competencies are consistent with the ABO certification requirements. COE has proposed that all graduate orthodontics programs pursue the same minimal clinical competencies based on the ABO requirements. At the recent ABO Certification Examination, a number of current graduates successfully presented cases treated during their residency for the Initial Certification Examination (ICE) requirement. Although some graduates are achieving the ICE standard for ABO certification during their residency, it is not clear if that is a realistic requirement for all graduates. The current issue before COE is to recommend to CODA an outcome assessment for monitoring the success of graduates in attaining ABO certification.

Concerns You Wish to Bring to the Board of Directors:

- **Student Indebtedness** – As the world economy slows, many recent graduates are struggling with the substantial debt they incurred as

CONTINUED ON PAGE 11...

Council on Orthodontic Practice

DR. MARY K. BARKLEY

COOP is overseeing an exciting addition to the AAO's distance learning continuing education programs. A series of Webinars are being offered for AAO members and staff. Past topics include filing orthodontic insurance claims, account collections, controlling practice overhead, and OSHA updates. Each Webinar is offered on two different dates, at different times, to accommodate different time zones. Notices about the Webinars are sent out in the Straight Off The Wire e-mails from the AAO.

Are you looking for an associate, or a buyer for your practice? Did you know that the AAO provides a matching service for orthodontists who are seeking practice purchase, sale or associateships? Call AAO staff member, Katie O'Rourke at 800-424-2841, ext. 587 for information.

At the 2009 Annual Session, COOP will again be sponsoring several ticketed seminars. The Practice Transition Seminar on Friday, May 1 will feature a panel discussion by four

practice transition experts. Also on Friday, the S.T.A.R.T. Program.

Have you checked out the AAO member web site lately? There are many articles, patient handouts, manuals and forms that can enrich your practice at no charge. "Legal Summaries and Articles", under the Legal & Government sidebar on the home page may be useful reading. The "Patient Education" section under the Practices Resources sidebar has illustrations that may be printed off for patients, demonstrating alignment of impacted cuspids, serial extraction and Class II correction.

COOP continues to update the Practice Management forms, available on the member website. A Laser Treatment Consent Form is the latest addition. Under the Practice Resources sidebar on the home page, open "Office Management."

Please feel free to contact me with any questions about the Council on Orthodontic Practice.

GLAO Award Nominations

Congratulations to the following individuals that were selected by the GLAO Board of Directors as the 2009 GLAO nominees for these prestigious awards:

Dale B. Wade Award
Dr. W. Eugene Roberts

ADA Norton M. Ross Award
Dr. Walter Loesch

We recognize these individuals for their dedication to the specialty of orthodontists and we wish them the very best! For more information on these awards or the nomination process, go the GLAO website at www.GLAO.org.



Council on Orthodontic Education

...CONTINUED FROM PAGE 10

students. This is a major problem for orthodontists who were forced to finance their graduate education with high interest private loans, after they exhausted the limit for federally-guaranteed loans during dental school. For the first time in memory, many orthodontics program directors are reporting that there are few if any practice opportunities for current graduates. Future financial problems may unfavorably impact their ability to retain membership in professional organizations like the ADA and AAO. COE is pursuing educational

options for providing financial counseling to help students control their debt and effectively manage its repayment.

- **Student Loan Dilemma** – Because of the current credit crunch and the restrictions on profits for lending institutions, many lenders have left the market and the remaining lenders are having difficulty raising adequate funds which can be lent to students at favorable rates. This problem is expected to drive up the debt of graduate students dramatically in coming years. Similar to the highly successful

malpractice insurance program, the AAO would be wise to expand other financial services particularly to student and younger members. Currently AAO Services is pursuing an option for starting a Credit Union and COE is working on a plan for an AAO supported student loan program. In addition, COE is investigating other ways for decreasing the cost of orthodontic education, such as hospital-based programs with access to graduate medical education (GME) funds.

Council on Orthodontic Health Care

DR. ROBERT J. BROWN

ADA Subcommittee on the Code Meeting

Three AAO representatives attended the Subcommittee on Code Revision (CRC) meeting hosted by the American Dental Association (ADA) in Chicago on February 13, 2009. Attending the meeting from COHC were Dr. Stephen Robirds and Dr. William Kochenour and Ms. Ann Sebaugh. AAO representatives attended a pre-CRC meeting hosted by the American Associate of Pediatric Dentistry. The meeting served as a caucus where the specialties briefly discussed any submissions they were bringing before the CRC. Going forward, the specialties have agreed to electronically communicate any items to be brought before the CRC. Many of the specialties have long-term experience in interacting with the CRC and can help the less experienced specialties be more successful in their efforts with having coding measures adopted.

Dr. Alan Friedel, Chair of the CRC thanked the AAO for their willingness to be receptive when the ADA communicated that AAO code requests were meeting resistance. He further noted that it was evident that the AAO was trying to become heavily engaged in the code revision process and becoming "team players". Dr. Friedel also offered his help in editing any future AAO code requests to help ensure success.

With Board approval, the council also plans to continue efforts to build stronger alliances with payers by attendance at the National Association of Dental Plans (NADP) and the American Association of Dental Consultants (AADC). AAO efforts to enhance relationships with payers have proven to be effective. Open dialogue with payers gives the AAO code representatives a better understanding of how code revision

actions will affect orthodontic benefit reimbursements.

Access to Oral Health Care

The AAO's endorsement of the Virginia Brown Community Orthodontic Partnership known as the Smiles Change Lives (SCL) Program continues. Dr. Robert MacLean continued to represent the AAO on the SCL National Advisory Board. At their January meeting, the council named Dr. Robert Brown to succeed Dr. MacLean as the representative to the SCL board. If the AAO endorsement of the program continues, COHC is requesting funding for Dr. Brown to attend the periodic meetings.

In keeping with the AAO White Paper on Access to Care, COHC has contacted the American Cleft Palate and Craniofacial Association (ACPCA) to explore a possible partnership in delivering more treatment to patients with cleft palate and other craniofacial abnormalities. COHC is requesting guidance on how the AAO may proceed and funding for a reconnaissance meeting with the ACP CA.

CDT Coding and Third Party Payer Initiatives

The Dental Benefits Member Advisory Hotline continues to be sponsored by COHC. Hotline callers are assisted with third party reimbursement issues, limited practice management issues and CDT coding questions. The Council worked in conjunction with COOP to produce and deliver a total of four Webinars to AAO members and their staff. The Webinars were entitled "Navigating the World of Insurance Coding."

The Council also produced the 2009-2010 version of the AAO At-A-Glance Guide to CDT coding. Upon Committee C approval, the guide was again posted to the AAO member website.

COHC also noted a rise in callers asking for help dealing with aspects of employee dishonesty and will be working with COOP to explore the possibility of webinars for doctors only. In addition, the council will be working to have information on how to prevent employee dishonesty published in upcoming issues of *The Bulletin*.

In response to a DBAS Hotline call requesting a definitive AAO position on Lifetime Orthodontic Maximum Benefits and the allocation of benefits for ancillary services such as bicuspid extractions against orthodontic maximums, COHC has drafted a position statement for the Board's consideration.

Supplies of AAO Superbills have been depleted and sales have been suspended.

National Insurance Guide

The council has drafted an additional chapter addressing electronic claims submission and "real time" eligibility checking for member offices. Additional information is being researched for inclusion in the material to make the chapter more helpful to members and the draft is expected to be presented to the Board for their consideration at the May, 2009 meeting.

Pro Bono Statistics

In conjunction with the AAO Access to Care Task Force, COHC is working to identify ways to better measure and quantify the pro bono work being done by AAO members. The council has presented a proposed AAO sanctioned definition of "pro bono care" to the Board for their approval. COHC believes that much pro bono care is either going unreported or is overstated and an association sponsored definition will help provide statistically valid results that may be reported to the government and to the media.

Council on Scientific Affairs

DR. MICHAEL L. RIOLO AND JACKIE HITTNER, AAO LIBRARIAN

The Council on Scientific Affairs (COSA) met via videoconference on January 9, 2009.

COSA determined the following AAO Research Awards:

Milo Hellman Research Award to Dr. Rodrigo F. Viecilli from Indiana University/Purdue University for research titled *Orthodontic Mechanotransduction and the Role of the P2X7 Receptor*.

Harry Sicher Research Award to Dr. Alia Aljabeiti from University of the Pacific for research titled *TGF β 3 Is Associated with Nonsyndromic Cleft Lip and Palate in Guatemalan Population*.

Thomas M. Graber Award of Special Merit to:

Dr. Padma M. Mukherjee from the University of Connecticut for research titled *Cherubism Gene Sh3bp2 Is Important for Optimal Bone Formation, Osteoblast Differentiation and Function*.

Dr. Benita Wong from University of California – San Francisco for research titled *Role of Neural Crest Cells in Trigeminal Nerve Morphogenesis*.

COSA accepted 28 Oral Research applications, 256 Posterboard applications and 39 Table Clinic applications to be presented at the 2009 AAO Annual Session. Electronic Posters (E-Posters) will be available again this year. Watch for details in upcoming AAO publications before and after Annual Session.

COSA continues to be involved with evidence based orthodontic research. Article citations are being added to the evidence based orthodontic research website on a regular basis. The website is found on the aaomembers.org website under the Library and Research tab.

In 2009, COSA will publish in the *AJODO* a summary statement of evidence-based research on *Preventing Demineralization/White Spots During Orthodontic Treatment*. Dr. Lokesh Suri,

Tufts University, took the lead on the article with COSA members adding input to the article.

COSA will continue to monitor the orthodontic literature for articles to add to the Bisphosphonate website. The website is found on the aaomembers.org website under the Library and Research tab.

COSA's will meet on Friday, May 1, 2009 prior to the start of Annual Session. During Annual Session, COSA members will be involved with judging the Charley Schultz Resident Scholar Award presentations, judging the Table Clinics and awarding the Joseph E. Johnson Table Clinic Award, moderating the Oral Research presentations and moderating the lectures given by the Hellman, Sicher and Graber Award winners.

COSA meets every January usually by videoconference. The next video-conference meeting is scheduled for January 8, 2010.

Council on Governmental Affairs

DR. M. DONALD HAYES

The Council on Governmental Affairs and AAO/PAC Board of Directors met January 26, 2009 in Washington, DC. The following actions were taken:

Council on Governmental Affairs Prioritization of Issues

The Council determined that the AAO should focus on a limited number of top concerns, or legislative and regulatory initiatives that could most impact members, including:

- Healthcare reform;
- Regulations such as ergonomics;
- Small business tax issues;
- Student loan interest deduction;
- Alternative Minimum Tax reform;
- HIP AA and OSHA regulations; and
- IRS section 179 expensing provisions.

AAO Strategic Plan

The Council reviewed the AAO Strategic Plan for potential changes. Upon examination of the document, it made no suggested changes.

Review of Academy of General Dentistry White Paper On Access to Care

The Council reviewed the AGD's White Paper on Access to Care. It found no substantial areas of disagreement.

Improvements to the AAO Government Relations Program

The Council discussed several suggested improvements to the AAO

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SCOTT A. JAMIESON, D.D.S., M.S.

Actice Diplomates as of January 1, 2009: 5,158

New Purpose, Mission Statement and Vision PURPOSE

The primary purpose of the American Board of Orthodontics is to elevate the level of orthodontic care for the public by encouraging excellence in clinical practice and specialty education in the United States and throughout the world.

MISSION STATEMENT

The certification process will accomplish the purpose of the American Board of Orthodontic by:

1. Evaluating the knowledge and clinical skills of graduates of accredited orthodontic programs by conducting exams and conferring time-limited certificates.
2. Re-evaluating clinical knowledge and skills through administration of recertification exams during a Diplomate's career.
3. Supporting the development of quality graduate, post-graduate and continuing education programs in orthodontics.
4. Promoting and encouraging certification expertise throughout the world.

VISION STATEMENT

To promote and enable every qualified orthodontist to be certified by the American Board of Orthodontics.

Educator's Symposium

Sixty-nine faculty members from accredited U.S. graduate orthodontic programs gathered for the ABO 2008 Educators Symposium on November 2 in St. Louis, MO. The purpose of the symposium was for the ABO Directors to explain the certification process, to allow an opportunity for Educator input and to learn how they might contribute to future ABO examinations.

During the morning session, the ABO Directors gave presentations on various aspects of the Written and Clinical Examinations. In the afternoon session, the faculty members participated in "breakout" sessions to discuss the following:

- how graduate orthodontic programs can prepare their residents for the Initial Certification Examination as they exit their residencies.
- how to contribute to the development of alternative options for residents to earn ABO certification if such an alternative is necessary.
- how to improve the College of Diplomates of the American Board of Orthodontics' preparatory courses for the ABO examinations.
- how to enhance both the written and clinical aspects of the ABO's Certification process.

The faculty provided excellent feedback regarding the ABO certification process and this feedback will be explored by the ABO.

Adult and Periodontally Involved Adolescent Patients

Studies have shown and significant increase in the number of adult orthodontic patients. However,

documentation of advanced periodontal disease has been shown to affect a percentage of this adult population. Periodontally susceptible adults must therefore be identified before tooth movement is initiated, and referral for specialty evaluation and co-therapy need be accomplished.

The number of case displays presented for the ABO Clinical Examination involving patients over the age of 18 has paralleled the increase number of adult patients in active treatment. Therefore, the ABO requires at least six additional radiographs (maxillary and mandibular periapical as well as bitewing films to augment a panoramic film, or alternatively, a full mouth series of radiographs) for comparison of pre- and post- treatment crestal bone levels and root status. Other options include documentation of periodontal specialty evaluation or periodontal charting for similar assessment. See AJODO, July 2008, SPECIAL ARTICLE by ABO for further details.

The Board has also modified the age at which a patient has achieved adult status to 18 years of age because clinical evidence has documented the common onset of periodontal involvement in late adolescence. These requirements will be in effect for periodontally-involved adolescent and all adult cases in which pretreatment records were produced in March 2007 and thereafter.

Technology Report

During the ABO's fall retreat, the ABO Technology Committee successfully graded six cases from one examinee which were submitted electronically. In addition, at the Clinical examination there will be a field test to grade more cases electronically. Examinees who use Dolphin/OrthoCad will submit their cases to the ABO office on a memory device or CD prior to their examination date. These examinees will bring only plaster final casts to the examination.

The examiners will be provided with a comprehensive training session before the clinical exam to learn the method of grading digital records using imaging software and dual monitors.

ABO Written Examination

The Written Examination will be given April 20 -24 , 2009. There are currently more than 375 examinees registered for that exam.

ABO Clinical Examination

The Clinical Examination will be held February 21 – 25, 2009. There are 131 examinees registered for the exam. This group includes 42 Initial Certification Exams (ICE), 74 First Recertification Exams (FRE), 3 Beginning Certification Exams (BGCE), and 12 Traditional Certification Exams.

2008–2009 Board of Directors

Dr. John E. Grubb

President & PCSO Director

Dr. Peter M. Greco

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Sec./Treas. & SWSO Director

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MSO Director

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Dr. Allan H. Moffitt

Immediate Past President

The American Board of Orthodontics

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STEPHEN E. HERSHEY, D.D.S., M.S.

2009 Awards Program

At the meeting held last weekend in February the AAOF Board of Directors voted to continue finding the AAOF Craniofacial Growth Legacy Collection, designed to preserve a representative sample of the major orthodontic legacy collections. (I encourage you to become familiar with this project by visiting the foundation website.)

Three awards in support of junior faculty were approved as well as two Access to Care proposals. The Access to Care proposals were funded through the AAOF by the AAO in the form of a restricted gift.

Four 2008 AAOF awards recipients will display Poster boards and /or E-Posters of their AAOF funded research at the 2009 AAO Annual Session in Boston. These four are:

- **Maria Fernanda Orellana** – Porosity of Dental Enamel After Etching for Variable Times
- **Sarandeep Huja** – Short Term Administration of High Dose I.V. Bisphosphonate Causes Pre Clinical Lesions of ONJ But No Erosions in Oral Cavity
- **Dawei Liu** – Low intensity Pulsed Ultrasound (LIPUS) Induces Opposite Metabolic Responses of Cementoblasts versus Osteocytes In Vitro

- **Sawsan Tabbaa**- A Curriculum Model Design for Research Program, Leading to a Master of Science Degree in Orthodontics, during Three Years Postdoctoral Orthodontics Residency Education (R-PORE)
- Poster board exhibits in Boston are on Monday, May 4 from 10:00am-5:00pm and Tuesday, May 5 from 9:00am – Noon.
- E-Posters can be viewed in the Cyber Café during Annual Session and for two months after Annual Session from the E-Poster link off the AAOmembers.org website.

2010 Jarabak Award

For 2010, the Directors selected Takayuki Kuroda (INT/Japan) was elected to receive the Jarabak Award in Washington, D.C.

The Planning and Awards Review Committee (PARC) continue to do outstanding work reviewing various applications, as well as recommending which projects are to be funded.

PARC membership 2008-2009 is composed of Stephanos Kyrkanides (NESO/NY-Chair), Leslie Will (MASO/MA- Vice Chair), Stephen J. Lindauer (SAO/VA), Hyun-Duk Nah (MASO/PA), Emile Rosseuw (SWSO/TX), Kirt Simmons (SWSO/AR), Thomas E. Southard (MSO/IA), and Timothy Wheeler (SAO/FL). Jeffrey Cavanaugh (MSO/MO) continues to serve Board Liaison to PARC.

Foundation Campaign

As of March 1, 2009, the AAOF Foundation Campaign, **A Case for the Future**, realized \$32.2 million in pledges, of which \$23.0 million has already been redeemed. The campaign has seen numerous pledges from Constituent and Component Societies, AAOF **Corporate Partners**, Friends of the Specialty, including AAO staff, but vast majority of all funds pledged have come from AAO members.

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What's New at the AAOF?

The Century Club

As an alternative to pledging at a certain level over time, the Foundation created in 2008 the Century Club, which calls for an open-ended, ongoing commitment of a minimum of \$100 per month, with this option available either via an automatic account debit or a recurring credit card charge.

Charitable Gift Annuities

The Board is in the process of incorporating this planned giving vehicle into its overall plan of work and hopes to have available on the web site shortly after the adjournment of the Annual Session.

Continued Commitment to the Specialtysm

In early 2007, the AAOF Directors and an equal number of non-Directors met for the purposes of revising the fundraising portion of the Foundation's overall Strategic Long Range Plan (SLRP). One of the outcomes of this process was the call for the creation of a new Research and Marketing Plan that would ultimately lead to re-focusing /re-branding the current fundraising campaign, and resulting from this is the new theme for the Foundation's overall fundraising. To date, this process has yielded a new campaign theme, "Continued Commitment to the Specialtysm", a new logo and new brochure, which is expected to be

available at the Foundation display in Boston.

Golf Tournament in Boston

Places are still available for the 2009 AAO Foundation Benefit Golf Tournament, which special pricing for orthodontic residents.

If you have any questions about the AAOF, please go to the Foundation's web page, either through the member web site (www.AAOmembers.org) or directly to the Foundation's Home Page at www.aaofoundation.net. If you wish to contact the AAOF, please call Robert Hazel, AAOF EVP, at 800-424-2841, #546 or send an e-mail to aaofevp@aaortho.org.

GLAO Distinguished Service Award Congratulations to Dr. John Barbour

Recipient of the 2008 GLAO Distinguished Service Award, presented at the 2008 GLAO/MASO Joint Annual Session

The GLAO Distinguished Service Award recognizes a GLAO member who has served the Association in various capacities through the years in an exemplary manner. The Great Lakes Association of Orthodontists was proud to present the 2008 award to **John R. Barbour, DDS, MSD** of Carmel, Indiana. This award is presented in recognition and grateful appreciation for his meritorious contributions – both to the GLAO as an organization, and to the orthodontic profession in general. His tireless efforts are deeply appreciated by his GLAO friends and colleagues. This award was presented to Dr. Barbour at the GLAO Annual Business Meeting on Sunday morning, October 12th, 2008.

Dr. Barbour earned his undergraduate degree at Indiana University in Bloomington, Indiana and completed his D.D.S. degree at the Indiana University School of Dentistry in 1967. Upon graduation he served on active



Pictured L to R: Dr. Marcus (2008 GLAO President-Elect), Dr. Barbour (GLAO Award Recipient), and Dr. Barkley (2008 GLAO President)

duty in the United States Navy, and served one year with the U.S. Marines, 3rd Marine Division in Vietnam. After completion of his military service Dr. Barbour returned to Indiana and was accepted into the Orthodontic program at Indiana University. He has been in the private practice of orthodontics since 1972 in Carmel, Indiana.

Dr. Barbour was a clinical instructor in the Indiana University School of

Dentistry, Department of Orthodontics from 1972 to 1979 and has participated in the Central Indiana Orthodontic Study Club, of which he is a founding member, since 1974. He served the Indiana Association of Orthodontists for many years and was president in 1984. He was the GLAO representative to the AAO Council on Communications from 1993 to 2002 and was chairman of that council for 2 years. He has served as a delegate to the AAO House of Delegates for 11 years and was president of the GLAO in 1997.

Dr. Barbour has been happily married to his wife Gloria (B.A. Ball State University) for 44 years. They have four children: Jennifer (B.M.E. Indiana University), Timothy, CPA (B.S. Indiana University), Brian, Attny. (B.A. Arizona State University, J.D. Brooklyn Law School) and Debra (B.S. East Carolina University). All four are married and Dr. Barbour has 4 grandsons and 1 granddaughter.



Indiana Association of Orthodontists

DR. ARON E. DELLINGER

Indiana had its annual meeting Feb 27 in Indianapolis at the new Lucas Oil stadium, which was well attended. For the first time in recent history the Indiana orthodontic alumni association and the IAO combined their meetings. This made for a good turnout for both groups and the combined resources made for a great meeting. Jason Cope was the presenter, he spoke on temporary anchorage techniques. Both the IAO and the IOAA held their annual business meetings as well. New officers for the IAO were approved: President Aron Dellinger, President elect Jeff Roberts, Past president Ron Miller, Secretary/Treasurer Eric Dellinger. Next years meeting was announced to be held March 10 in Indianapolis, speaker Maurice Salama, topic "Interdisciplinary Treatment". All members of GLAO are invited to attend this meeting, which will be a great program full of topical information about complex interdisciplinary cases and treatment planning. Action items for 2010 are synchronization of the AAO member site calendar and the IAO calendar, reinstatement of the scholarship program, and improved communication within the component.



Don't forget
**your PASSPORTS
for the 2009
Annual Session!**



Michigan Association of Orthodontists

DR. GREGORY OPPENHUIZEN

The MAO is presenting its annual business meeting on May 29, 2009 at the Detroit Athletic Club in Detroit, Michigan. Representatives from several of the leading orthodontic supply companies will also be present at the meeting. Six CERP credits will be offered for attending the meeting. Our speaker for the meeting will be Char Eash from Tampa, Florida. She will be speaking on practice management.

For several years no orthodontists have served on the Michigan Board of Dentistry. The MAO has actively promoting the inclusion of an orthodontist on the Board of Dentistry. In June 2008 Debbie Priestap, was appointed to the board. Dr Priestap is an orthodontist from Milford, Michigan, and former President of the Michigan Association of Orthodontists. She was also the long term MAO appointee to the Michigan Council of Dental Specialists and has been an outstanding voice for orthodontics in Michigan.

The MAO Board closely watches the Board of Dentistry and Michigan legislature and provides input whenever governmental decisions affect the delivery of orthodontics in Michigan.

I am pleased to say that on February 25, 2009, the Michigan Dental Association withdrew its attempt to rewrite the Michigan

Public Health Code by creating a new field in Dentistry called the *Community Dental Health Coordinator (CDHC)*. The MDA sent the CDHC pilot program back to the American Dental Association to find another location. The purported reason for their withdrawal was the closing of one of two public health care facilities planned to have been the location for the pilot project. However, the MDA faced an uphill battle in the Michigan legislature, in part, due to their unwillingness to unite the broader dental community in Michigan behind the CDHC concept.

Failure of the CDHC initiative in Michigan was welcomed by the Michigan Association of Orthodontists who had taken a stand against the CDHC initiative and actively lobbied against the proposed change. The MAO position was that the CDHC, as proposed would not be a licensed dental provider and not under the supervision of the Michigan Board of Dentistry yet would be performing dental services that currently require a license and Board supervision. Consequently the CDHC was a backward step toward creating a two tier dental delivery system which would erode the quality of patient care for the poorest people in Michigan while doing nothing to improve access to dental care. The MDA's failure is a step forward for patient safety in Michigan and for the profession of Dentistry. Unfortunately, another state will instead become the target of the ADA CDHC pilot project.

The MAO deserves to be proud of its accomplishments in the governmental arena in the last nine months.



Ontario Association of Orthodontists

DR. JEFF BERGER

Dr. Jim Posluns - President
Dr. Graeme Hibberd - Sec./Treas.
Dr. Sheila Smith - Vice-President

The following topics were discussed at recent OAO Executive meetings:

1. The general membership had expressed interest in a **PR campaign** and Schupp Co. was contacted for a proposal. They suggested that we supplement the AAO "More Than A Smile" Consumer Awareness Campaign by providing additional media activity in Ontario, including TV, radio & print. A decision was made to develop a 3-year plan with cost projections, which would be reviewed at the next executive meeting in March.
2. "Locate an Orthodontist" received the most amounts of hits at 16,262 followed by "Home" with 15,068 hits. The least amount of hits was the "Member Login Page" at 1,441.
3. The President of the ODA, Dr. Larry Levin, made a guest appearance at the January OAO Executive meeting and provided the following information:
 - a. ODAA (Ontario Dental Assistants Association) are seeking their own college and expanding their scope of practice.
 - b. It is mandatory in every province to be a member of the CDA except in Ontario. Dr. Levin was advised that some OAO members were opposed to mandatory membership and that ODA membership (80%) is stronger because it is not mandatory. Dr. Levin indicated that by merging the

ODA with the CDA one benefit would be national representation at the federal level with a stronger voice. However, the issue is still in the fact-gathering mode.

- c. Dental Hygienists are starting to expand their scope of practice.
 - d. Competition Bureau & Infection Control - in 2007 the bureau investigated other health disciplines but in 2009 they will be investigating Dentistry. One possibility is that the new sterilization requirements in Alberta eventually will affect dentists in Ontario.
 - e. Dr. Levin was made aware that the ODA home page was lacking a specialty section
4. Agreement on International Trade (AIT) - This agreement states that anyone who is licensed anywhere in the country can go to any province. Complicating this is the prospect of international mobility, especially since France falls under the EU and Quebec has signed an agreement with France. Discussion ensued regarding how to control the standard of care. AIT is scheduled to take effect in August 2009.
 5. **Apology Act** - If the bill recently introduced in Ontario becomes law, then an apology will become a sign of compassion and empathy, not guilt. Reports indicate that the absence of an apology often leads to bitterness and prolonged litigation and that nearly one in three plaintiff in the U.S. would not have sued if they had received simple apologies. The "Apology Act" has been endorsed by a range of medical and legal groups, including the Ontario Medical Association and the Ontario Bar Association. If the bill passes, Ontario will be the fourth Canadian province to enact apology legislation. Most Australian states and more than 30 U.S. states have similar laws in place.



Pennsylvania Association of Orthodontists

DR. J. RICHARD PFEFFER

The Pennsylvania Association of Orthodontists continues to be a strong and viable organization under the leadership of President Matt Stacy. The organization is on sound financial footing with sufficient reserves. We continue to offer excellent continuing education in conjunction with our Annual Meeting, and the Philadelphia Society and Western Pennsylvania Association of Orthodontists also continue to provide excellent CE.

This year's meeting is somewhat out of the ordinary in that we are going out of state. The Jupiter Beach Resort and Spa in Florida will be the venue for the 42nd Annual Meeting. It will be held April 2nd - 4th and promises to be an excellent meeting. The CE topics will be temporary anchorage devices, the benefits of the iBraces System, as well as self-ligating appliances. The speakers include Dr Clifton Alexander of Dallas, Texas, Dr. Anoop Sondhi, from Indianapolis, and Dr. Kee-Joo Lee from Seoul, Korea.

The Jupiter Beach Resort is a beautiful boutique beach hotel adjacent to 1,000 feet of Florida sand. Endless beach and spa amenities will help us contemplate the excellent topics being discussed by our speakers. Space is still available for this meeting and you can call 610-688-6414 or register online at www.pao-ortho.org.

An extensive discussion has taken place regarding the component/constituent affiliation agreement which we have all recently reviewed. I fully expect the PAO to vote to sign the agreement at this upcoming meeting. As the state legislature continues to deal with budget issues due to the economic slump, there have been no dental issues that have come to the forefront.



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GLAO

Membership

	March 2009
Active	929
Affiliate	5
Academic/ Foreign Trained	5
Honorary	2
Life	118
Retired	316
Total	1375

AAO Council Representatives

Council on Communications	Dr. Robert F. Good, II
Council on Governmental Affairs	Dr. M. Donald Hayes
Council on Information Technology	Dr. Joseph Janowski
Council on Insurance	Dr. Jerry Hickman
Council on Membership, Ethics, and Judicial Concerns	Dr. Richard M. Marcus
Council on Orthodontic Education	Dr. W. Eugene Roberts
Council on Orthodontic Health Care	Dr. Robert J. Brown
Council on Orthodontic Practice	Dr. Mary K. Barkley
Council on Scientific Affairs	Dr. Michael L. Riolo
Council on New and Younger Members	Dr. Scott O. Schulz

2009 GLAO Delegates & Alternate Delegates

*The following will be representing
the GLAO at the 2009
AAO House of Delegates:*

DELEGATES

Dr. Jeff Berger
Dr. Robert F. Good, II
Dr. Ronald S. Good
Dr. Richard M. Marcus
Dr. John F. Monticello
Dr. W. Eugene Roberts
Dr. Michael W. Sherman

ALTERNATE DELEGATES

Dr. Stephen J. Belli
Dr. Jerry Hickman
Dr. Gregory Oppenhuizen
Dr. Christopher A. Roberts

Newly Retired Members

George G. Brown
Susan S. Eles
Gene M. Fryar
Gary F. Igleburger
Paul J. Keck
Peter C. Kesling
Melvin Mayerson
James W. Reese
Suzan M. Stacknik

Recently Deceased Members

Lee M. Butler
Michael J. Frantz
Larry S. Lawrence

New Active Members

Below are the New GLAO members since November of 2008:

Tamer Mohamed Abdelhameed Bedair
Christopher L. Crane
Richard A.N. Fernandes
Steven Gajda
Susan Guest
Nicholas Karaikos
Alan Joseph Ker
Kresimir Lackovic

Sean Shih-Yao Liu
James Noble
Nicole J. Siara-Olds
Mohamad Ziad Omar
Harold Rosenberg
Kelton T. Stewart
Anthony Tang
Lyndon Wong

GLAO Calendar of Events

2009

October 29 – November 1
GLAO Annual Session
Sheraton Centre
Toronto, ON, CANADA

2010

September 30 – October 3
GLAO/MASO
Joint Annual Session
The Breakers
Palm Beach, FL

2011

September 15 – 18
GLAO/MASO
Joint Annual Session
Hilton Pittsburgh
Pittsburgh, PA

2012

September 6 – 9
GLAO Annual Session
Hyatt Indianapolis
Indianapolis, IN

Attention Members:

If you know a spouse of a deceased GLAO member who would be interested in receiving GLAO newsletters and Annual Session invitations, please contact the GLAO office and provide their mailing address and email address. The GLAO recognizes that these individuals have become part of the GLAO family and may wish to continue to receive communications. You may email this information to GLAO@AssnOffices.com or call 877-274-6420.

Council on Governmental Affairs

...CONTINUED FROM PAGE 13

Government Relations Program. As a result, it has submitted two recommendations to the Board of Trustees: One, that panels of four or five member-experts be identified to testify before Congress on issues relevant to the AAO including: small business tax issues; regulatory initiatives such as ergonomics standards; healthcare reform and other access to care initiatives; student loan interest deduction and accreditation. The Council has also submitted a recommendation to the Board that members of COGA be allowed to communicate directly with members of their constituency, consistent with the AAO's communications action plan, regarding government relations updates. Council members will also actively seek to present a PowerPoint presentation during constituency meetings this Fall on actions taken by the Council and their relevance to members.

Volunteer of the Year Award

The Council Chair appointed a subcommittee to field nominations for the 2009 Government Relations Program Volunteer of the Year. The Award will be presented to the winner during the 2009 Annual Session in Boston.

2010 Annual Session Government Relations Initiatives

The Council learned that the 2010 Annual Session Planning Committee had accepted its proposal to devote a portion of the meeting, which will be held in Washington, DC, to Capitol Hill visits with legislators. Members will be able to sign up through the Lifestyles Program for the event, which will take place on Tuesday morning,

May 4, 2010. Participants will be invited to attend webinars prior to the event in order to be fully briefed on the issues that they will discuss with legislators.

Future Meeting Dates

The Council will next meet in June, 2009.

AAO/PAC Board of Directors Fundraising Goals and Initiatives

The Directors discussed several initiatives to increase contributions, and held a brief strategic planning session with Legislative Counsel. As a result, the PAC Board has submitted a recommendation to the AAO Board of Trustees to allocate \$29,000 for the retention of a fundraising consultant to help it formulate strategies and messaging.

2010 Contribution Strategy

The Directors determined that the AAO/PAC will not focus on a set formula for contributions during the 2010 election cycle as it relates to party lines. Rather, it will examine each candidate's record on issues important to the AAO.

New Contributions

The Directors allocated \$5,000 each to the following candidates:
Rep. Nathan Deal (R-GA) Rep. Tom Price (R-GA) Sen. Ben Cardin (D-MD)
Sen. Evan Bayh (D-IN) Rep. Doris Matsui (D-CA) Rep. Lloyd Doggett (D-TX)

Future Meeting Dates

The AAO/PAC will next meet with COGA during its early 2010 meeting.

Development of Periodontal Disease During Treatment Can Result in a Malpractice Claim

ELIZABETH FRANKLIN, CLAIMS MANAGER, AAO SERVICES, INC.

One frequent cause of loss of orthodontic malpractice claims is development or exacerbation of periodontal disease during treatment. The defense of these claims is difficult for the doctors involved; it is time-consuming and contentious. Depending on the damages and size of the settlements, these claims can potentially jeopardize future insurance coverage. Any settlement paid must be reported to the National Practitioner's Data Bank.

Here is a summary of a claim that was handled for AAOIC (RRG).

The 31-year old female patient was referred to the orthodontist by her general dentist. The doctor began treating her with Invisalign trays. Throughout treatment she complained of pain in her maxillary posterior teeth. The orthodontist made adjustments to the trays, thinking that might be the cause of the pain. A year after treatment began, the patient elected to stop it even though her outcome was not perfect.

Six months later, the patient's general dentist discovered severe periodontal disease in teeth #2, #3, #14, and #15. A periodontist unsuccessfully attempted to graft bone, but the bone loss was too great. All four teeth were extracted. The patient was not a candidate for implants; she needed two permanent bridges. She made a claim against the orthodontist for negligent treatment.

The investigation of this claim revealed that an initial x-ray showed recession and bone loss in teeth #2, #3, #14 and #15 which was overlooked by the orthodontist. There was no documentation of communication with the patient about the problem, and the doctor had not obtained informed consent. Midway

through the treatment, the patient became pregnant and refused additional x-rays. The doctor's records contained no mention of prognosis for the longevity of the teeth.

The general dentist's records were obtained; they indicated that three years before orthodontic treatment began, the patient had bone loss in the same four teeth; at that time, that doctor's prognosis was guarded. The patient then saw a periodontist who recommended surgery; she declined. She did not advise the orthodontist of this information.

Despite the comparative negligence of the patient, defending the orthodontist from the allegations made in this claim was difficult. The doctor had overlooked evident problems that should have been addressed before treatment began. This patient blamed the loss of her teeth on the orthodontic treatment; she was angry. The claim process was protracted; it required "cool down" time. Eventually the patient agreed to settle the matter for less than \$12,000.

This is a small case, but when it is analyzed, it shows that the malpractice claim was probable due to lack of attention to critical details from the beginning of the treatment. There was a great deal this doctor could have done to preclude this claim.

Risk Management Issues:

Before treatment, examine every patient for periodontal problems. From the claims handled at AAOIC (RRG), periodontal disease occurs in children as well as adults.

The majority of the claimants, however, are adults. Many orthodontists say they refer all adult patients to either a periodontist or a general dentist prior to initiating

treatment. From a risk management point of view that would be excellent insurance. Do not stop at the referral; wait for clearance. Obtain a written response from the examining doctor; do not simply take the patient's word that their condition is satisfactory. Patients often fail to see referral doctors, and then conveniently "forget" that they were referred after they file a lawsuit. The AAO has a Return Correspondence Form downloadable from the website that is an excellent tool to document referral to a specialist and also subsequent clearance to begin orthodontic treatment.

Before beginning treatment, take a detailed dental history and read it; that may contain information that suggests pre-existing periodontal problems or indicates the patient may be at risk. Ask the patient questions, and listen carefully for any pre-existing issues that might be important. Ask the patient about smoking or heavy drinking; these habits can impact the patient's periodontal status.

Getting the patient's informed consent is critical. A good informed consent form will address not only a detailed discussion of periodontal disease development, but also the importance of oral hygiene, the need for periodic checkups and other issues, such as the need to terminate treatment early. All states require that the patient give their informed consent to begin treatment. Be sure that you provide a detailed explanation of all risks, and then have the patient sign a form verifying the process was given. Without a signed informed consent document in the records, defense of claims for bone loss and development of periodontal disease will be much more difficult.

CONTINUED ON PAGE 22...

2009 AAO Leadership Conference



The GLAO was well represented at the recent AAO Leadership Conference.

Attendees included:

Back Row (L-R) Dr. Jason Charnley, Dr. Gregory Oppenhuizen, Dr. Phillip Beckwith, Dr. Eric Dellinger, Dr. Graeme Hibberd, Dr. Howard Steiman, Dr. Walter Schratz, Dr. John Buzzato, Dr. Terry Pracht

Front Row (L-R) Dr. Andre Haerian, Debbie Nunner, Dr. Michael Sherman, Dr. Sheila Smith, Dr. Aron Dellinger, Dr. Richard Marcus, Dr. Valerie Martone, Dr. Dale Anne Featheringham, Dr. Ronald Good, Dr. W. Eugene Roberts

Development of Periodontal Disease/ Malpractice Claim

...CONTINUED FROM PAGE 21

If you are aware that the patient had periodontal problems before beginning orthodontic treatment, be sure to monitor for re-development of problems. Take progress x-rays, measure pocket depths, and re-refer to the general dentist or periodontist. Discuss the situation with that dentist to be sure continued treatment is appropriate—and document the records. If the patient complains of pain, determine the cause of the pain.

Communication is important in all orthodontic cases; it is critical when periodontal disease is evident. Communicate with the patient; advise of problems, and keep him/her aware of all efforts being made to preclude exacerbation of the disease and bone loss. Tell the patient what is needed to protect him/herself, and advise of consequences if directives are not followed. Communicate also with the general dentist or periodontist. Be sure you understand the severity of the disease, and the consequences of your treatment to the patient. Ultimately, you as the doctor, are responsible if your treatment exacerbates the problem.

Thorough records documentation is

important when periodontal disease is present. It is difficult to prove that the orthodontist did all that should have been done to recognize the problem and to treat the disease, if the records do not contain the information. Where litigation is concerned, anything that is not recorded is considered not to have occurred.

It is important that the treatment plan for these cases be appropriate for the patient's condition. Is the disease so severe that it will not support the forces needed or tooth movement distance required to complete orthodontics successfully? If so, adjust the treatment plan if possible, or refuse to treat if necessary. It is better to decline business than to treat a case that will result in a malpractice claim or lawsuit.

Conclusion:

All orthodontists were general dentists once; the law will hold you to a standard of care that includes recognizing pathology normally addressed by general dentists. An orthodontist is not expected to treat periodontal disease, but recognition and referral is required. If your patient has pre-existing periodontal disease or

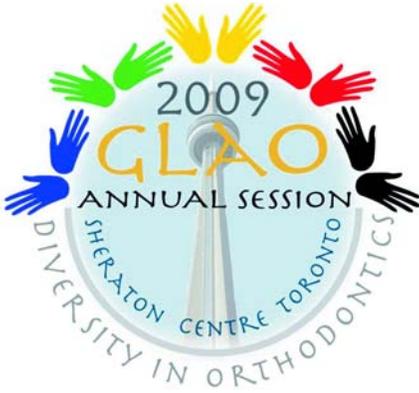
develops it during treatment, and suffers severe consequences, you will likely find yourself defending a malpractice claim, just as the doctor in the case did. Take steps to protect yourself.

This article is brought to you by the AAO Insurance Company (a Risk Retention Group) (AAOIC).

Elizabeth Franklin, the claims manager for the AAOIC who works closely with defense attorneys, prepared this article for the GLAO newsletter. The AAOIC provides professional liability insurance to AAO member orthodontists and is endorsed by the AAO.

AAOIC is currently marketing a unique opportunity for our members who do not have their professional liability coverage with AAOIC. Currently, for a limited time only, a 25% rate discount is being offered to first time buyers with AAOIC (this does not apply to new graduates). It is time again to compare your current policy with the AAO's because of the potential savings and to evaluate the many benefits offered by having a liability policy overseen by your peers.

For more information call 800-622-0344 or contact your AAO Council representative Dr. Jerry Hickman at j.r.hickman@comcast.net.



GLAO Annual Session October 29 – November 1 Toronto

CONFIRMED SPEAKERS INCLUDE:

Rita Bauer

Capture the Perfect Makeover and Prepare Effective Marketing and Educational Material for Your Practice
Sponsored by PracticeWorks/
OrthoTrac

Dr. Robert Boyd

Improving the Predictability of Quality Treatment with Clear Aligner Therapy

Dr. Jason Cope

Just A TAD Better Interdisciplinary Treatment: Using TADs to Place Teeth Where Your Restorative Colleague Really Wants Them
Co-sponsored by 3M Unitek

Carolyn Friedman

How to Overcome the Affects of the Economy on Orthodontics
Sponsored by GAC International

Tripp Frohlichstein

Creating a Healthy, Beautiful Message

Paul Gange

Orthodontic Materials & Clinical Bonding Situations

Dr. Ravi Nanda

Esthetics and Biomechanics with Self Ligating Brackets and "Smart" Wires
Sponsored by Cerum Ortho Organizers

Dr. Gerry Samson

The Exceptional Employee
Co-sponsored by 3M Unitek

Dr. Gerry Samson/ Dr. Tom Mulligan

"The Tom & Gerry Show:" Simplified Clinical Mechanics for Stubborn Orthodontic Problems
Co-sponsored by 3M Unitek

The **Sheraton Centre Toronto Hotel** will be the host hotel for the GLAO Annual Session. The Sheraton Centre has recently undergone an extensive makeover to ensure the utmost in urban comfort and style. In the centre of the business and entertainment districts, the CAA/AAA Four Diamond Sheraton Centre Toronto is connected to PATH, a 16-mile underground network of shops and services. The Sheraton Centre is steps from the Eaton Centre shopping mall and the Four Seasons Centre for the Performing Arts, home of the Canadian Opera Company and the National Ballet of Canada Four Seasons Centre.



To make your hotel reservations, please go to: www.GLAO.org or call the Sheraton at 1-888-627-7175 and ask for the "GLAO block" to receive the special group rates. Please note: you must go through the link provided on the GLAO website to receive the group rate if reserving online.

Online meeting registration will be available through the GLAO website soon! Go to www.GLAO.org for the latest information about this meeting or call the GLAO office at 877-274-6420.

SCHEDULE-AT-A-GLANCE

• Tentative •

Thursday, October 29

12:00 pm – 6:00 pm
9:00 am – 2:00 pm
6:30 pm – 7:30 pm

Registration Open / Exhibitor Set up
GLAO Board of Directors Meeting

Welcome Reception

Co-Sponsored by the Ontario Association of Orthodontists

Friday, October 30

7:30 am – 4:00 pm
8:30 am – Noon
8:30 am – Noon
Noon – 1:30 pm
1:30 pm - 4:30 pm
1:30 pm - 4:30 pm
6:00 pm – 10:00 pm

Exhibits Open with continental breakfast, breaks and lunch

Doctor Session

Staff Session

ABO / Leadership Luncheon

Doctor Session

Staff Session

Hockey Hall of Fame Event (optional ticket)

Saturday, October 31

7:15 am – 8:15 am
7:30 am – 5:30 pm
8:30 am – Noon
1:30 pm - 4:30 pm
1:30 pm - 4:30 pm
4:30pm – 5:30pm
5:00pm

GLAO Business Meeting

Exhibits Open with continental breakfast, breaks and lunch

Doctor/Staff Session

Doctor Session

Staff Session

Wine & Cheese Reception in Exhibit Hall

Raffle Prize Drawing

Sunday, November 1

8:30 am – Noon

Doctor/Staff Session

THANKS TO THE FOLLOWING SPONSORS FOR THEIR SUPPORT!

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Bronze Level/Speaker Sponsors
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Ormco
PracticeWorks / OrthoTrac

Co-Sponsor
Ontario Association of Orthodontists



The Great Lakes Association of Orthodontists
17 South High Street, Suite 200
Columbus, OH 43215-3458

BE SURE TO MARK YOUR CALENDARS!

October 30 – November 1, 2009



GLAO Annual Session
Sheraton Centre Toronto
Toronto, ON, Canada

September 30 – October 3, 2010



GLAO/MASO Annual Session
The Breakers
Palm Beach, Florida