

FLORIDA ASSOCIATION OF ORTHODONTISTS NEWSLETTER

September 2010

Component
American Association of
Orthodontists



President's Message

Officers 2010-2011

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rberrydmd@tampabay.rr.com

Visit our website...
www.faortho.com

It is hard to believe that this year's presidency is half over.

Where did the summer go? We have addressed a lot of issues for the FAO. We have set up a CCE that **Dr. John Beattie** has agreed to chair and a Board of Directors has been appointed.

This entity is separate from the FAO which allows us to have an arms length relationship in order to have political donations made. The CCE will write checks and donate to political candidates that we the CCE board supports with direction from our lobbyist, Toni Large. The FAO Board of Directors have worked hard to set this up and we have a strong and solid foundation in place going forward.

Dr. Jimmy Glenos, our program chair for the March 2011 Annual Session has arranged excellent speakers which will provide a very exciting program as always. Again, this year, we plan to have the AAOIC present the malpractice information in order for us to get our 10% discount on our insurance premium. This is currently scheduled for Friday afternoon, March 4th. There will also be a new/young member presentation on Friday evening as we have done the last couple years.

As everyone knows, **Dr. Bill Kochenhour** was appointed to the Board of Dentistry. It was approved by the Senate which guarantees him a four year appointment to the Board of Dentistry. This is a huge step for us as orthodontists. Because of this achievement we are now well represented in organized dentistry and on the Board of Dentistry. We can now keep a close watch on anything that may adversely affect dentistry and orthodontics. Congratulations to Bill!

Sincerely,

Joe



Dr. Joe LeCompte

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2010: From Session to Campaigns

FAO has stayed busy this past year engaging in the legislative process. The year began with the appointment of Dr. William Kochenour to the Florida Board of Dentistry by Governor Charlie Crist. This was a very competitive appointment and its been many years since an orthodontist filled one of the BOD seats, so the Governor's appointment was a huge victory. With the appointment came the need for confirmation by the Florida Senate and FAO worked to obtain confirmation for Dr. Kochenour during the waning hours of the 2010 Session. Once again we looked to our friends in the Florida Senate to shephard the appointment through the confirmation process.

With the appointment and confirmation behind us as well as the end of the Legislative Session, FAO moved on to the campaign process. With the creation of the Florida Orthodontists for Freedom Committee of Continous Existance (CCE), FAO members can become active in the election of key legislators that share the collective concerns of FAO. FAO members serve on the Board of the CCE and make strategic decisions on which campaigns and candidates the CCE becomes involved in on your behalf. If you haven't contributed, take the time to do so, and remember Florida's Primary Election is August 24. Take the time to vote for the candiate in your area that is supportive of FAO and its members.

Need more information on your current state senator or state representative? Two great websites to visit: www.flsenate.gov or www.myfloridahouse.gov. Both sites allow you to search legislators by your zip code and review bills they have sponsored during their time in the Florida Senate of Florida House of Representatives.

Looking ahead to the 2011 Session Certificate

Health Care will continue to be on Florida's forefront in 2011. With the need for the Florida Legislature to control the escalating Medicaid budget and Florida's requirement to implement Federal Health Care Reform, it is as important as ever for FAO to stay connected to elected officals that make decisions that will effect your practices across the state.

It is also fully expected that the health insurance industry will continue to block efforts to assure orthodontists receive full compensation for the services they provide to their patients. I look foward to working with FAO as we plan ahead for the 2011 Legislative Session. I believe my first year as FAO's lobbyist has been a success, and I look foward to building on these highlights in the year to come.

Toni Large
Uhlfedler & Associates



Toni Large, FAO Lobbyist

Important Dates

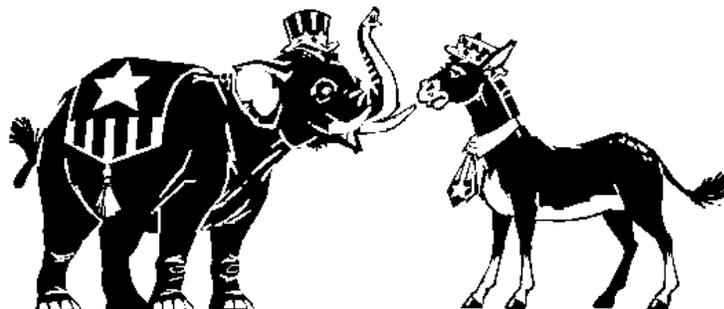
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Florida Orthodontists for Freedom, a Committee of Continuous Existence (CCE)

The board of directors of the Florida Association of Orthodontists moved recently to establish a Committee of Continuous Existence (CCE) to be named the Florida Orthodontists for Freedom (FOF). A CCE functions similarly to a PAC but with additional flexibility in certain areas.

The directors of the CCE are: **John Beattie**, Chairman; **Shreena Patel**, Treasurer; **TJ Albert**; **Andy Brown**; **John Cordoba**; **Jorge Coro**; and **Randy Rigsby**.

The purpose of the CCE is to facilitate our influence of the legislative and regulatory processes at the state level. As a specialty, at the national level, we have COGA and the AAOPAC (to which the SAO is consistently the most generous of all the constituent associations). The parallel dental advocacy organizations at the national and state level are ADPAC and FLADPAC. These organizations are all worthy of our support but they each have a different focus and serve a different purpose.



In Florida, the State Legislature is responsible for the laws and regulations that govern our everyday practice. Every legislative session, issues arise that can drastically affect the way in which we deliver care to our patients: reciprocity, licensure by credentials, specialty licensure, specialty licensure by credentials, mid-level providers, specialty advertising and on and on. It is critical for us to stay ahead of these issues—not just as a profession generally, but as a specialty in particular.

And so it is critical for us to have our own PAC (CCE rather) and our own lobbyist (Toni Large) separate from the FDA, because, while FDA policy is usually in alignment with the interests of our patients and ourselves, we can't always rely on their support for our concerns and it has occurred in the past that an issue that was important to us did not rise to a level of urgency for the decision makers at the FDA. We must have the ability to take some matters into our own hands.

As one of our senior members put it so well one time, "sometimes those folks in Tallahassee can be a little slow to see it our way."

It is the charge of the Florida Orthodontists for Freedom Committee of Continuous Existence to help them see it our way a little sooner. So please be as generous as you can in supporting your cause.

Membership levels have been set at \$100, \$250, and \$500. Membership has not been limited to FAO members (so that we may encourage contributions from any like-minded individual or group).

Please expect more information soon detailing how you can contribute to keeping orthodontics the premier specialty of our exalted profession.

Respectfully submitted by John R. Beattie, DDS, MSD

FAO Directors Spotlight



Dr. Leigh Bayer Curtis has been practicing the challenging and rewarding profession of orthodontics since 2004 when she joined the orthodontic practice of Dr. Peter Bayer, her father. The practice, now proudly known as Bayer & Curtis Orthodontics, is located in Ft. Walton Beach, FL.

At the University of Alabama's School of Dentistry, Dr. Curtis earned her Doctor of Dental Medicine (DMD) degree. She also completed a postdoctoral General Dentistry Residency Program at University Hospital in Birmingham, AL. During that time, Dr. Curtis treated medically-comprised patients and obtained a Master's Degree in Public Health (MPH).

Dr. Curtis completed a residency in Orthodontics and Dentofacial Orthopedics at New York University in New York City. She is a Diplomate of the American Board of Orthodontics. While in private practice, Dr. Curtis has remained professionally active in organized dentistry, having served as president of her local organization, the Okaloosa-Walton Dental Society, and is currently serving on the Board of Directors for the Florida Association of Orthodontists. She is a 2009 graduate of the SAO Leadership Course.

For fun and relaxation, Dr. Curtis and her husband, Damian, and their daughters, Hayden and Martha Rylee, enjoy all outdoor activities.



Dr. Jeremy Albert was born in Huntsville, Alabama and grew up most of my life in Tarpon Springs, FL. Graduated with B.S. in Nutritional Science from the University of Florida in 1997. Graduated from the UF College of Dentistry with honors in 2000, and then completed my orthodontic residency at UF in 2003 receiving my certificate in Orthodontics. I also received my Master of Science for my orthodontic thesis project on 'Preventing Orthodontic Decalcifications utilizing the Prophy-Jet'

Since graduation, I have practiced orthodontics in Palm Harbor and Trinity, FL. In organized dentistry, I recently completed my term as president of the West Pasco Dental Association and am currently serving as the ADA New Dentist Committee representative for District 17 (Florida). I also served as the FAO Editor

from 2005-2010 and am currently serving on the SAO Editorial Committee.

I live in Palm Harbor, FL with my high school sweetheart Jacque, to whom I've been married for over 12 years now. We have 3 daughters, Alyssa 7, Payton 3, and Charlotte who was just born May 22.



Dr. Alberto A. Vargas, DMD, MS completed his DMD degree at Temple University School of Dentistry in 1998, and he completed his MS degree and Orthodontic Certificate from the Temple University in 2001. Dr. Vargas completed his advanced education in

General Dentistry at the Lancaster Cleft Palate Clinic. He is a member of the American Association of Orthodontists, Florida Associations of Orthodontists, American Dental Association, and Florida Dental Association. Dr. Vargas also served as President of North Palm Beach County Dental Society and as the Treasurer and the Secretary of the Atlantic Coast District Dental Association. Currently, he serves as Director of the FAO.

Dr. Vargas is a native of Rochester, New York and has lived in the Jupiter-Palm Beach Gardens area since 1973. His family consists of Augustin (father), Liana (mother), Roberto and Ricardo (brothers), Mariana (sister), his wife Ellen, and his three sons, Al, Jr., Aden, and Enrique.

Dr. Vargas enjoys fishing, diving, cooking, and listening to music.



Dr. Jim Wortham graduated from dental school at University of Florida where he also completed his orthodontic residency. He currently practices in Clermont and Winter Garden, Florida. He spends his free time doing family activities with his wife Katherine and their three children Cameron, Adair and Reagan.

Florida Association of Orthodontists

Seventy-First Annual Session

March 4-6, 2011

71st

Component
American Association of
Orthodontists



Renaissance Tampa Hotel International Plaza

FRIDAY

Malpractice Claims Seminar

1:00 p.m. – 4:00 p.m. (3 CEUs)

Doctors insured by AAOIC (RRG) who attend the entire program will earn a 10% Discount on AAOIC Policy Renew on their 2011 policy.

New and Young Member Seminar

5:00 p.m. – 6:00 p.m. (1 CEU)

Innovations from Align Technology Update

SATURDAY

Forsus Class II Correctors: Stress-Free and EZ2

Dr. Lisa Alvetto – 8:45 a.m. – 4:30 p.m. (6 CEUs)

Sponsored by 3M Unitek

Back by popular demand Saturday's dinner will be held at the University Club of Tampa

Distinguished Service Award will be presented to Dr. Jack Beattie

SUNDAY

AdvanSync

Dr. Terry Dischinger – 8:45 a.m. - noon (3 CEUs)

Sponsored by Ormco

Hotel Information

Renaissance Tampa Hotel International Plaza
4200 Jim Walters Boulevard, Tampa, FL 33607
(813) 877-9200

FAO room rate \$189.00 + tax • 1-800-644-2685 or
online www.marriott.com code: faofaoa

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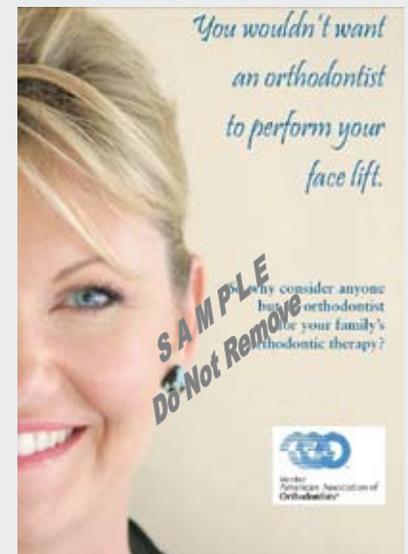
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Ortho2
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Procter & Gamble
RMO, Inc
SPEED System Orthodontics
Tops Software

SAO

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Orthodontic Assistant Expanded Duties Certificate

The FAO offers expanded duties courses throughout Florida.

Please note, that the expanded duties course offered by the FAO covers 6 of the 9 delegable functions applicable to most orthodontic offices. The three not covered are: 1) radiology certification, 2) taking alginate impressions for diagnostic study models and 3) application of acid etch prior to bonding new brackets.

If your assistant graduated from a certified dental assisting course, they probably are covered for those three expanded functions. However, if they are on-the-job trained, they are most likely not certified to perform these duties in the state of Florida. The certificate offered by the FAO is \$100.00 per applicant.

For an application and course date information contact the area director listed in the expanded duties schedule. If you have additional questions please contact the FAO at (813) 903-8811.

Expanded Duties Schedule

2010

SEPTEMBER

Dr. Richard Mariani, Miami
(305) 665-2402
Email: dogrm@atlanticbb.net
ROBERT MORGAN VO. TECH

OCTOBER

Dr. Bill Kochenour, Clearwater
(727) 796-2456
Email: dr.kochenour@gmail.com
ST. PETERSBURG COLLEGE

NOVEMBER

Dr. Alberto Vargas, Stuart
(561) 775-7007

DECEMBER

Dr. Lori Aiosa, Jacksonville
(904) 215-0980
Email: draiosa@aol.com
FJCC NORTH CAMPUS

2011

JANUARY

Dr. Henry Rozen, Coral Springs,
(954) 755-8828
Email: hrozen@earthlink.net
Dr. Edward Sheinis, Coral Springs,
(954) 753-6677
Email: esheinis@earthlink.net
BROWARD COMM. COLLEGE

FEBRUARY

Dr. Greg Dyer, Tampa,
(813) 963-0984
Email: gdyerdds@tampabay.rr.com
ERWIN VO. - TECH CENTER

Dr. Leigh Curtis, Fort Walton Beach
Email: Curtis@braceteam.com
NORTH WEST FLORIDA STATE COLLEGE

MARCH

Dr. Randall Schults, Wellington,
(561) 793-9888 - T.B.A.

APRIL

Dr. David McIntosh, Maitland,
(407) 644-5090
ORLANDO VO. - TECH CENTER

MAY

Dr. Steven Tinsworth, Bradenton,
(941) 792-1533
MANATEE TECH. INSTITUTE

JUNE

Dr. Judd Reed, Ocala
(352) 732-5111
CENTRAL FLORIDA COMMUNITY COLLEGE (CFCC)

JULY

Dr. Steven Guelff, Sebring
(863) 382-2108
Email: drguelff@yahoo.com

AUGUST

Dr. James Campbell, Panama City
(850) 785-0278
GULF COAST COMM. COLLEGE

Florida Orthodontic Programs Update

UNIVERSITY OF FLORIDA

Class of 2010 Graduates and Current Practice Locations:

- Dr. Carl Drake** – Opening his own practice in Normal, IL
Dr. Allison Harris – Practicing with Dr. Mac Steen in Deland, FL
Dr. David Mansour – Practicing with Dr. Craig Lewis, Kissimmee, FL
Dr. Katie Miller – Practicing with Dr. J. Brent McFarland in Dothan, AL



Faculty Update

John Neubert, DDS, PhD has been promoted to Associate Professor with tenure.

Tim Wheeler, DMD, PhD, Professor and Chair of Orthodontics and Assistant Dean of Advanced and Graduate Education received a UF Faculty Enhancement Opportunity (FEO) award. Dr. Wheeler will use his FEO to attend a week-long course, Orthodontic Treatment based on Occlusal Plane Control: A Key for Successful Treatment of Different Types of Malocclusion with or without Dysfunctional Problems, in San Francisco, CA, in August. The course teaches techniques that reduce the need for surgery and extractions to treat anterior open-bite and the Class III malocclusion, and reduces the overall treatment time.

Wheeler plans to eventually submit an NIH-NIDCR proposal for a prospective clinical trial to examine the efficacy and the stability of this type of correction over the traditional surgical correction. He believes that the cost savings to the health care system, the patient and the reduction in morbidity would be significant if successful.

Dr. Wheeler was elected president of the Edward H. Angle Society of Orthodontists during its recent meeting in San Antonio, Texas. Wheeler joined the society in 1996 and has served on the Board of Directors since 2001. Wheeler will serve a two-year term as president.

Department and Research News

Dr. John Neubert received a 2010 Excellence Award for Assistant Professors from the UF Office of the Provost. The award focuses on junior faculty and recognizes excellence in research and includes a one-time allocation of \$5,000 in support of research-related expenses.

The department was represented well at the college's Eighth Annual Research Day with winning poster presentations by the following:

MS/Resident Division

Second Place – David Mansour, Poster

Class II Etiology and Its Effect on Treatment Approach and Outcome

Mentors: T.T. Wheeler, S.P. McGorray, and C. Dolce

Third Place – Allison Harris, Poster

Does an Altered Inflammatory Response Have a Role in Delayed Masseter Muscle Repair?

Mentors: J. Morris-Wiman, T.T. Wheeler, and C.G. Widmer

PhD/Post-doc Division

Third Place – Edgardo Toro, Oral

Bis-enoxacin: A Novel Anti-Bone Resorptive Bisphosphonate

Mentors: V. Bradaschia-Correa, D.A. Ostrov, T.J. Wronski and L.S. Holliday

Research Awards

Dr. Joyce Morris-Wiman

"Glial Response in a Jaw Muscle Pain Model"

NIH/NIDCR R22

Dr. Timothy Wheeler

"Factors of Tooth Movement"

Align Technology

JACKSONVILLE UNIVERSITY

Jacksonville University's School of Orthodontics is pleased to announce the appointment of Dr. Marc Bernard Ackerman to the position of Chair and Program Director. Dr. Mark Alarbi has also been appointed to the position of Director of Clinical Affairs of the JU School of Orthodontics. Ackerman takes the reins following the departure of Dr. Laurence Jerrold, the former dean of the school.

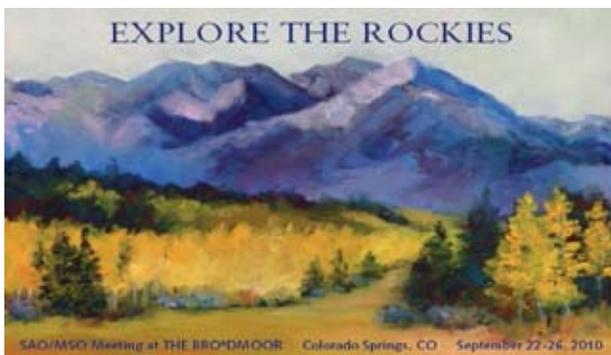


Florida Orthodontic Programs Update (cont'd)

A third-generation orthodontist, Ackerman, DMD, MBA, FACD, is a graduate of the University of Pennsylvania School of Dental Medicine. He received his orthodontic specialty certification from the University of Rochester-Eastman Dental Center and practiced privately in Bryn Mawr, Penn. for more than seven years. He taught in the Department of Orthodontics at the Temple University School of Dentistry as a clinical associate professor from 2003 to 2009. In September of 2007, Ackerman left full-time, private practice and began teaching full-time as an associate professor in JU's School of Orthodontics. In 2008, he developed and launched the JU Fellowship in Orthodontic Clinical Research.

Alarbi obtained his dental degree from the University of Tishreen, Syria in 1996 and served as a part-time assistant professor in the Removable Prosthetics Department. In 2002, he received his Specialty Certification in Orthodontics and Dento-Facial Orthopedics at the University of Aix-Marseille II. He is a former member of the French Society of Dento-Facial Orthopedists and the French Society of Bioprogressive Orthodontics. Prior to relocating to Florida, Alarbi was in private practice in Marseille. He joined the JU faculty in July of 2003. In 2009, he obtained his Certificate in Advanced Graduate Study in Orthodontics from JU. He is currently an active member and lecturer for many local, state and national orthodontic professional societies.

The Jacksonville University School of Orthodontics was recently awarded the Sunshine State Safety Recognition Award by the University of South Florida (USF) SafetyFlorida Program. USF SafetyFlorida developed the award to motivate and support employers who proactively work with their employees and USF SafetyFlorida on safety. The USF SafetyFlorida conducted a voluntary consultative visit at the JU School of Orthodontics where the School's business manager, Nancy Blake, and the entire support staff demonstrated a commitment to continuously improve the effectiveness of JU's workplace safety and health management system.



Reserve the dates of September 22 - 26, 2010 to "Explore the Rockies" during peak autumn colors at the first joint meeting of the Southern Association of Orthodontists (SAO) and Midwestern Society of Orthodontists (MSO) at The Broadmoor in Colorado Springs. Participate in lectures and exhibits until 1:00 p.m. and have fun after with social events, tours and more!

Doctor and staff speakers include:

- Charles Alexander, a second generation orthodontist using the Alexander Discipline
- Brent Larson, chair of the Orthodontic Department at the University of Minnesota
- Rohit Sachdeva, former educator specializing in bioengineering and material sciences
- Uche Odiatu, a health and wellness expert who will help you lose the last 10 pounds
- Leil Lowndes, a speaker on interpersonal communication who will keep you laughing
- Steve McEvoy, a technology expert who will safeguard your office

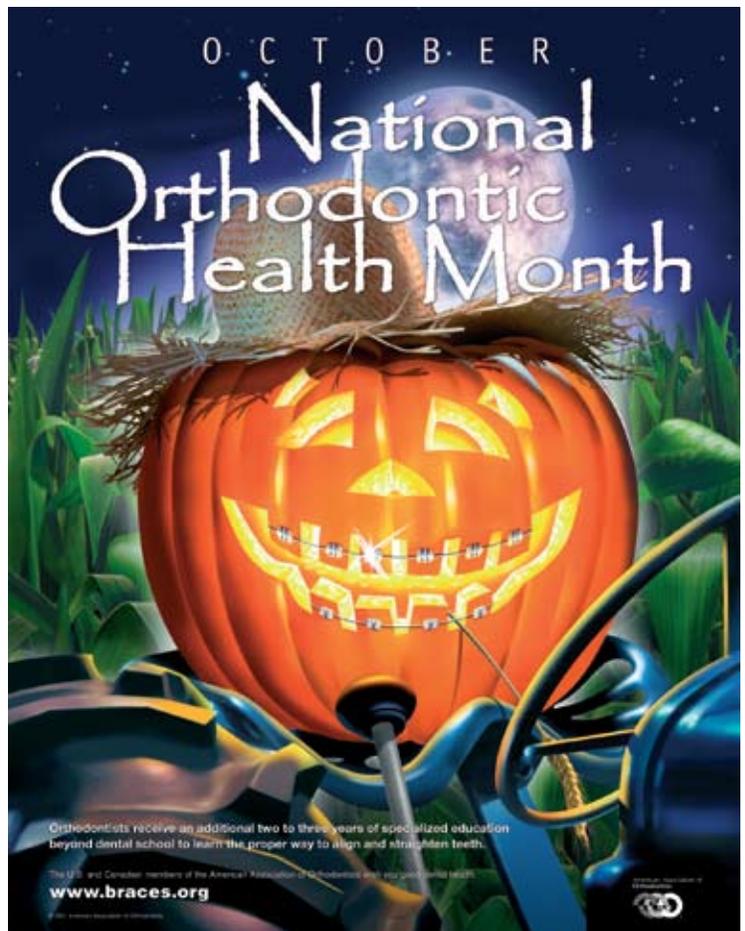
Registration materials will be mailed from the SAO office to all SAO and MSO members late spring. Additional information and a video will be posted on www.saortho.org in January.

Explore:

Pikes Peak	Focus on the Family
Garden of the Gods	Cheyenne Mountain Zoo
U.S. Air Force Academy	The BROADMOOR Experience
U.S. Olympic Training Center	The Royal Gorge Route Railroad

Plus Jeep Excursions, Bicycle Trails and Hiking, and Golf, Golf and more Golf

For information go to: www.broadmoor.com



AAO Public Awareness Material At Your Fingertips

- October is National Orthodontic Health Month (NOHM). The AAO sells two versions of the NOHM poster through the Online Store on www.AAOinfo.org. After logging in to the site and clicking on the store link toward the top right of the page, click on “patient education” on the store’s home page. Or, call the Order Department at 800-424-2841 to place an order for posters.
- The NOHM how-to guide is posted on www.AAOinfo.org. Login, click on “My Practice,” then on “Marketing.” The how-to guide is accessible from that page (3rd link down).

The AAO Consumer Awareness Program (CAP), just completed an event with actress and mom Jennie Garth, the Style ‘n Smile Fashion Show. It was in New York City earlier this month. There was some wonderful coverage, including the “Today” show on NBC, the Wall Street Journal and People.com. Links to some of the highlights are posted at <http://www.aamembers.org/Press/NewsReleases/Jennie-Garth-and-the-AAO-Showcase-Back-To-School-Fashion-with-a-Bite.cfm> (login not required). AAO will working with Jennie and her daughter (who just completed treatment with an AAO member) in an ad to run this fall in People magazine.

AAO continues to promote mouth guards through our Sport Safety (<http://www.braces.org/sportsafety/>) and Moms For Mouth Guards (<http://www.momsformouthguards.org/>) campaigns. Members are welcome to invite moms they know to take the Moms For Mouth Guards pledge.

AAO continues to add materials to the Online Advertising/Marketing toolkit, which consists primarily of materials developed for the CAP. Members are encouraged to take a few minutes and page through. It’s best to think of the toolkit as a catalogue. Members are able to customize material by contacting Pam Paladin, Marketing and Member/Consumer Relations Manager at 314-993-1700, ext. 524 ppaladin@aaortho.org or Linda Gladden.

The AAO offer free “Webisodes” for download in the toolkit—short videos intended for members to add to their Web sites or use as in their waiting rooms. The videos are also posted on the AAO’s YouTube channel at <http://www.youtube.com/user/AmerAssocOrtho#p/u>.

The AAO is getting ready to add the “What is an Orthodontist” flyer to the Web site. The one-page flyer is something AAO members can print out and distribute as they see fit. It’s another way to drive home the main message of the CAP—the education an orthodontist has.

Members interested in previewing AAO patient/consumer education brochures can do so at <http://www.aamembers.org/Resources/Consumer-Education-Brochures.cfm>.

What is an Orthodontist?

Orthodontists are specialists in moving teeth and aligning jaws.

All orthodontists are dentists first.

Out of 100 dental school graduates, only six go on to become orthodontists.

The Path to Become an Orthodontist



COLLEGE



DENTAL SCHOOL



ACCREDITED ORTHODONTIC RESIDENCY PROGRAM

There are three steps in an orthodontist’s education: college, dental school and orthodontic residency program. It can take 10 or more years of education after high school to become an orthodontist. After completing college requirements, the prospective orthodontist attends dental school. Upon graduation, the future orthodontist must be accepted* as a student in an accredited orthodontic residency program, then successfully complete a minimum of two academic years of study. The orthodontic student learns the skills required to manage tooth movement (orthodontics) and guide facial development (dentofacial orthopedics).

- Only those who have successfully completed this formal education may call themselves “orthodontists.”
- Orthodontists limit their scope of work to orthodontics only.**
- Orthodontists are uniquely qualified in the diagnosis, prevention and treatment of orthodontic problems. They dedicate their professional lives to creating healthy, beautiful smiles in children, teens and adults. Well-aligned teeth are more than attractive: they make it possible to bite, chew and speak effectively. Orthodontic care is often part of a comprehensive oral health plan.
- Orthodontists use a variety of “appliances,” including braces, clear aligner trays and retainers, to move teeth or hold them in their new positions. Because of orthodontists’ advanced education and clinical experience, they have the knowledge and skills necessary to recommend the best kind of appliance to meet every individual patient’s treatment goals.
- Only orthodontists are eligible for membership in the American Association of Orthodontists.

*On average, there are about 15 applicants for every opening. **Unless they have also completed specialty education in another dental specialty recognized by the American Dental Association.



Selecting an AAO member for orthodontic treatment is your assurance that the doctor is an orthodontist.

www.braces.org | www.AAOinfo.org

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FAO 2010 Survey Results

1. In which FDA district is your primary office located? Atlantic Coast 17% Central 20% Northeast 12% Northwest 5% South Coast 5% West Coast 42%
2. How many years have you practiced?
0-5 = 18% 6-10 = 8% 11-15 = 10% 16-20 = 13%
21-25 = 13% 26-30 8% >30 = 30%
3. Describe your current practice situation. Solo practice 72% Group owned practice 17% Independent contractor for pedo or general dentist 1% Employee in private practice 6% Employee for corporate practice 4%
4. How many satellite practices do you have? Zero 52% one 34% two 10% three 3% >3 1%
5. Do you have an associate? Yes 15% No 85%
6. Do you need an associate? Yes 2% No 98%
7. My number of case starts for 2009 (Full treatment only)
less than 150 17% 150-200 23% 201-250 20% 251-300 13% 301-350 16% >350 11%
8. Compared to 2008 my 2009 case starts: increased 19% decreased 60% stayed the same 21%
9. Compared to 2008 my 2009 net income: increased 27% decreased 46% stayed the same 27%
10. If it decreased, it decreased by: 0-5% = 23% 6-10% = 33% 11-15% = 11% 16-20% = 12% >20% = 7%
11. Do you have the capacity to start more patients? Yes 100% No 0
12. This year my fees have: increased 12% decreased 11% stayed the same 77%
13. What percentage of your assistants are certified?
100% = 51% 99-75% = 15% 74-50% = 3% 49-25% = 1% 24-0% = 3%
14. Do you need an assistant? Yes 23% No 77%
15. Has your staff size changed in 2009? Increased 15% Decreased 48% Stayed the same 36%
16. Do you have an "incentive pay" system for your staff? Yes 50% No 50%
17. Do you provide medical insurance for your staff? Yes 48% No 52%
18. Do you pay for continuing education for your staff? Yes 93% No 7%
19. Do you provide any type of retirement plan for your staff? Yes 70% No 30%
20. Did staff salaries change in 2009?
Raised salaries 26%
Reduced salaries (either through less hours, staff reduction or salary reduction) 17%
Remained the same 56%
21. Do you use Cone Beam CT scan machine in your office? Yes 4% No 96%
22. Is your office "paperless"? Yes 36% No 64%
23. Do you use digital imaging in your office? Yes 77% No 23%
24. Do you use digital radiography in your office? Yes 77% No 23%
25. What are your normal treatment time intervals between adjustments?
4 weeks 13% 5-6 weeks 55% 8 weeks 29% 10 weeks 0% 11 weeks or more 3%
26. How long does your average case take to complete?
<12 months = 1% 13-16 months = 15% 17-20 months = 39% 21-24 months = 24% >24 months = 0%
27. Do you do tooth whitening in your office after debanding? Yes 24% No 76%
28. What percent of your treatment is extraction? 0-10% = 40% 11-25% = 50% 26-40% = 9% >40% = 1%
29. How many days a week do you see patients?
1-2 = 4% 3 = 17% 4 = 71% 5 = 7% >5 = 0%
30. Where do you get the majority of your CE requirements? (realizing that it may be a combination of the following)
National AAO = 9% Regional SAO meeting = 20%
State FAO meeting = 33%
Private vendor meeting = 20% Webinars/Internet = 9% other = 8%

FAO 2010 Survey Results (cont'd)

31. Do you accept dental insurance plans that require you to discount your usual fee? Yes 48% No 52%
32. Are you covered by "Direct Assignment"?
Yes 42% No 26% Don't know 37%
33. When do you plan to retire?
This year = 1% 2-5 years = 22% 6-10 years = 23%
10-15 years = 14% 16 years or more = 40%
34. Do you use a dental laser in your office?
Yes 36% No 64%
35. Do you use TADs in your practice?
Yes 59% No 41%
36. Do you place TADs in your office or refer them out?
I place them = 52% Refer them out = 48%
37. Do you use a clear aligner-type system?
Yes 91% No 9%
38. What percentage of your adult cases are clear aligner-type?
0-10% = 64% 11-20% = 17% 21-30% = 8%
31-40% = 8% >40% = 5%
39. Does your office have a web site?
Yes 86% No 14%
40. How often do you visit the FAO website?
Frequently = 1% Occasionally = 30%
Rarely = 47% Never = 21%
41. Do you prefer email for FAO communications?
Yes 82% No 18%
42. Do you use self-ligating brackets?
Yes 61% No 39%
43. What percentage of your cases do you use self-ligating brackets?
100% = 18% 75% = 11% 50% = 7% 25% = 30%
0% = 34%
44. How satisfied are you with using self-ligating brackets?
Better than non self-ligating brackets = 37%
Same as non self-ligating brackets = 29%
Worse than non self-ligating brackets = 34%

This survey was distributed at the Annual Session meeting, March 2010.

2010 FAO Pearls

- Stop over selling, focus on patients
- Have constantly running programs for the patients that are specific to the time period (seasonal, holiday) Even adults love contests.
- Post content on Facebook daily.
- Visit your reception room every now and then during the day. Sit down chat with a parent for a minute and see the room through the patient's eyes.
- Keep a container of M and M's in the staff lounge – keeps them very happy especially around 3:30 p.m. I also take my staff out to lunch once a week. They appreciate it.
- Office contests – the winners referring dentist's staff get lunch on us.
- Place Invisalign attachments at the 3rd aligner.
- Email photos and radiographs to general dentists, oral surgeons, etc.
- Get involved in organized dentistry – your general dentist colleagues will appreciate your efforts in leadership positions.
- Use Fuji light cure on lower E's to open bite quickly on class III deep bite cases.
- Dip elastic separator in topical anesthetic before placing to lubricate and make more comfortable.
- Patient satisfaction surveys. Still call banding patients and patients with difficult appliance deliveries.
- Control posterior open bites in Invisalign patients and Essix retained patients by retaining 3-3 only.
- Update pano's – no surprises at deband.
- Mold forms for bite turbos.
- Use ballista springs for impacted canines.
- Use etching gel/liquid to free up doors on self ligating brackets.
- Triad clear pink out of a tube for bite turbos.
- Lingual bite turbos for class III cases. Placed on L1's for disclusion of bite.
- Good communication at consults
- Use flow composite to alter labial surface so to alter torque expression in bracket.
- * iCAT scanners available in certain areas (travel long distances) \$400 per scan, includes 2 DVDs and will come to your office. They will bill if desire and will have radiologist read for \$100.
- Unitek blue light cure band adhesive to open the occlusion, bonded to occlusal surface.
- Anterior bite turbos to jump anterior crossbite in developing dentition (correct functional shift).
- Placing pontic for missing teeth during treatment. Drill two small holes in tooth one at top of bracket one at bottom. Thread ligature from lingual of tooth and tie in bracket, must be edgewise bracket not self ligating.



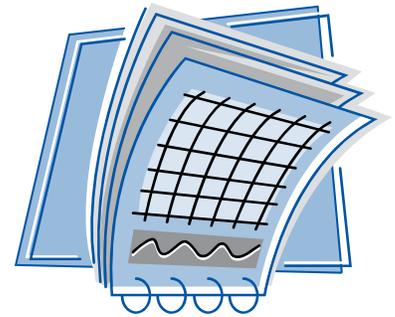
Florida Association of Orthodontists

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Mark your Calendars - Upcoming Meetings & Events



Sept. 22-26, 2010	SAO Annual Session The Broadmoor, Colorado Springs, CO
March 4-6, 2011	Florida Association of Orthodontists (FAO) Annual Session Renaissance Tampa Hotel International Plaza Tampa, FL
April 30 - May 4, 2010	American Association of Orthodontists (AAO) Annual Session Washington, DC
May 13-17, 2011	AAO Annual Session Chicago, IL
June 9-11, 2011	Florida National Dental Convention (FNDC) Gaylord Palms Hotel and Convention Center Orlando, FL
Sept. 28 - Oct. 2, 2011	SAO Annual Session Boca Raton Resort, Boca Raton, FL