



MAO NEWS



Issue 38

March 2010

2009-2010

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Editor's News

Fellow MAO Members, for doctors only.

What are you doing Friday, June 18th? Hopefully, you are planning to attend this year's Annual Meeting, in Grand Rapids. A few weeks ago you should have received your meeting registration packet.

This year's meeting will be held at the Amway Grand Plaza Hotel, located in the heart of Grand Rapids.

The speaker for the meeting is Dr. Gerald S. Samson. If any of you have ever seen Dr. Samson speak, you know how entertaining and lively he is! Described as an educational entertainer, Gerry Samson maintains a private practice as well as being on the teaching staff at not one, but four universities! This year staff and doctors will be together during the entire day, with the exception of lunch, during which we will have our annual MAO business meeting

Some of the topics Dr. Samson will be covering include: Dealing with difficult people, How to react to non-compliant patients, Importance of documentation, and Why orthodontists get sued; what staff can do to help.

It promises to be an informative and fun-filled day for both doctors and staff, so please send your registration forms in soon!

For those interested in staying overnight in the Grand Rapids area, there are rooms available right at the Amway Grand at a special discounted rate. Please phone the Amway Grand at (800)253-3590 by May 18 and mention that you will be attending the MAO meeting. Check out their website: www.amwaygrand.com, and see what a beautiful destination hotel Dr. Berkman has chosen for this year's meeting.

Please consider bringing

all of your staff to the meeting as well. It promises to be a success, and we look forward to seeing all of you in Grand Rapids!

Lisa Davis
—Editor

Don't forget to register for the MAO Annual Meeting on June 18, 2010 at the Amway Grand in Grand Rapids!

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Legislative Update



Rule Changes:

As previously reported, the Board of Dentistry approved the rule changes at the August 13, 2009 meeting. The rules are currently in the process of public hearings and will then be placed under review of the Joint Committee on Administrative Rules (JCAR). JCAR will either accept or reject the rule changes, however, the committee may not amend the rules. I anticipate the process may take 6 months to one year, and I do not expect any problems arising regarding rules written for the specialty groups. The rule changes should be completed mid-summer of this year.

State Exam:

The Council of Michigan Dental Specialties will administer the state exam on June 7-9, 2010 at the University of Detroit Mercy.

State Budget:

The legislature began appropriations hearings for the 2010-11 fiscal year budget. There is currently a \$1.5 billion deficit in the budget and it appears the Governor and House members would like to close certain loopholes with minimal fee and tax increases. The Senate is not likely to agree with this approach.

Smoking Ban:

The House and Senate passed a statewide ban on smoking in the workplace to become effective May 1, 2010.

Council of Michigan Dental Specialties:

The next CMDS meeting will be on Tuesday, March 23, 2010 at the Radisson in Lansing.

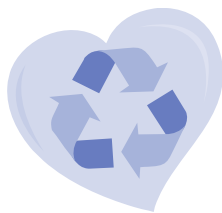
Quality Assurance Assessment Program:

In 2009, the House passed a tax on physician services, HB 5386, otherwise known as the QAAP tax. The Senate introduced the same language as SB 854, however, they rejected the QAAP. Currently, neither bill includes dentistry, however, I will continue to monitor this bill language and progression.

As always, if you have any questions, please do not hesitate to contact me directly at (517) 377-0843 or by email at ldodak@fraserlawfirm.com

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Please check your member listing on the MAO website: maortho.org. If you would like to make any changes or additions to your listing (i.e. add a website or email address), please email Chris Riolo at criolo@umich.edu with any changes.



The MAO Goes Green!

In an effort to be more environmentally-friendly, we are now offering you the option of receiving your tri-annual MAO newsletter electronically. If you would like to opt out of receiving the paper newsletter, please provide the email address to which you'd like the newsletter delivered to Mandy at the MAO office: atomi@fraserlawfirm.com

Greetings to my fellow MAO members. It has been several years since I wrote an article for the MAO Newsletter. As many of you know, I have been very active in organized orthodontics since 1993. As you may remember, I was the Editor from 1993-1999 and then through the offices to President in 2002-2003, and have been our orthodontic representative on the Michigan Council of Dental Specialists from 2004 to present. You have probably read my Editor's Edge column in the GLAO News Magazine since 2003, and I have now been a GLAO Delegate for three terms. At the AAO meeting in Boston, I announced that I would be running for the position of GLAO Trustee in July 2010.

Unless you are a close follower of association politics, most members are unaware of the duties and responsibilities of the different leadership positions; council representatives, board members, directors, delegates, officers and Trustee. Each volunteer position has its own level of responsibility and time commitment.

The AAO Trustees manage the day-to-day business and relevant issues, when the House of Delegates is not in session. The position of Trustee is a very important job and whoever is elected will become the AAO President in 2021; an eleven year cycle. There will always be critical issues we face in our specialty to preserve the level of care we have been trained to deliver. Those pressures can come from many directions; insurance companies, state or federal legislators, other medical or dental associations, and most certainly the state of the economy.

In 1999, no one could have imagined the issues we face in orthodontics today in 2010. The world was different then: General Motors, Ford and Chrysler were still the Big Three, the economy was robust, health care cost was manageable and national politics was not as divisive. The orthodontic specialty was different in 1999 too: cone-beam 3-D radiology was in its infancy, digital models were not available, self-ligation and TADs were rare. There will always be challenges and issues that arise which require the right people, with the right experience, to address and manage. I believe the Trustee requires some specific character traits. He/she must be a knowledgeable, ethical, experienced orthodontic leader with a passion for the specialty. He/she must be able to multi-task, be well-organized, able to delegate jobs and comfortable with public speaking. I believe I have all these characteristics and more.

My orthodontic leadership experience is continuous and is still a work in progress starting back in 1993. My ethical standards started from my family and were nurtured as I pursued and achieved the Queen Scout Award (Scottish Eagle Scout equivalent) while living in Scotland in 8th-10th grade. My ethics were then ingrained and tested as an Air Force commissioned officer for 27 years. Simultaneous with all my active orthodontic leadership roles, I was also the 127th Wing Dental Squadron Commander at Selfridge ANGB in Michigan for 22 years. I was deployed for stateside support for Desert Storm in 1991 and for Iraqi Freedom in 2007. My leadership experience is self-explanatory with numerous medals, certificates and plaques, both military and civilian. I am an ABO Diplomat and have an orthodontic practice in Grand Rapids.

I believe I have the experience and skills necessary to be the next GLAO Trustee, the first from Michigan in a long time. The election ballots will be mailed to you this July. Before you cast your vote, please consider my qualifications and help me become the next GLAO Trustee.

Respectfully,

Dr. John Monticello



Chris Roberts, D.D.S., M.S.

My name is Chris Roberts and I am running for the position of Great Lakes Trustee to the AAO.

Although my private practice is in Ohio, I have taught in the Graduate Orthodontic Department at the University of Michigan one day per week for the last 20 years.

Every eight years the Great Lakes has the opportunity to elect a new Trustee to the AAO Board of Trustees. That opportunity will come again this June when ballots will be mailed to all active GLAO members.

Briefly, I would like to touch upon four issues that are critical for AAO leadership.

First: The effects of the sluggish worldwide economy. It is rare to see an office that has not been affected by today's economy. Slow economic growth impacts not just our personal practices, but jobs for graduating residents, AAO membership dues and meeting participation. Competition for patients with less disposable income has increased. In addition, we practice in a marketplace where a significant percentage of orthodontic treatment is provided by non-orthodontists.

The AAO has been proactive, educating the consumer about the benefits of orthodontic treatment provided by an orthodontic specialist, in an attempt to increase market share for our members.

AAO leadership must continue to refine and revise our message, to give our members the best value for their membership dollars.

Secondly: Challenges in orthodontic education. It is no secret that we have a crisis in orthodontic education today. Fewer graduating residents are entering full time academia. As a result, our future is suffering. The astronomical debt that today's residents are graduating with is astounding.

AAO leadership must continue to support the recruitment and retention of full time educators. Last year at the AAO House of Delegates in Boston, the Great Lakes was instrumental in passing a resolution, spearheaded by our own Gene Roberts, for AAO Services to study the issue of student debt and how we as an organization might be of assistance to this next generation of orthodontists.

Third: Governmental regulatory changes in the US. As I write this, no one knows what the final health care reform bill will contain. However, in both the Senate and House versions of the bill, provisions would limit the amount of an individual's annual contribution to a Flexible Spending Account to \$2,500 per year. This could have a great impact on our practices. AAO leadership must continue to have a voice in the political arena.

Finally: Changing demographics of our membership in a technological world. Our membership is rapidly evolving. More and more of our members are part of the "digital age". What we once looked at as entertainment vehicles, such as iPods and cell phones, have become the business tools of today. Today's residents will be practicing in ways that would have been unimaginable to orthodontists in the past.

The AAO leadership must be able to adapt and utilize these new technolo-

gies in ways that serve our changing membership.

Why am I running for Trustee?

Because I am passionate about our specialty. I have thoroughly enjoyed my many years of leadership on the Great Lakes and AAO levels and would like to increase my involvement and commitment to the AAO.

I believe I am uniquely qualified to represent the Great Lakes as our Trustee and I thank you for your support.

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| <p><u>National and Regional Leadership Experience</u></p> <ul style="list-style-type: none"> • Past President GLAO (2004-2005) • General Chair for the AAO Annual Meeting scheduled in Philadelphia in May 2013 • Great Lakes Board members since 1997 • 13 years as a Great Lakes Delegate to the AAO • 6 years as the Great Lakes Delegation Chair • President-Elect, Ohio Association of Orthodontists (2009-2010) • Participated in several AAO Leadership and Governmental Affairs Conferences • AAO House of Delegates Reference Committee • Regent AAOF |
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| <p><u>Personal Information</u></p> <ul style="list-style-type: none"> • Ohio State University, BS 1979, DDS 1983 • Eastman Dental Center / University of Rochester, Orthodontics 1987, MS 1988 • Private Practice limited to orthodontics in Findlay, Ohio • Adjunct Associate Professor University of Michigan, one day per week for the last 20 years • Married to my wife Susan for 31 years, two children • Also involved in leadership with Rotary International • Enjoy traveling, reading and running, having completed 10 Boston Marathons |
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**MAO' s Financial Report
Thursday, February 11, 2010**

EXPENSES

Fraser Consulting \$3500 +
\$3670 \$7170.00

Non Profit corp state fee \$20.00

Total \$7190.00

INCOME

Interest—\$1.83 + \$1.83 \$3.66

Total \$3.66

CHECKBOOK BALANCE \$6,681.00

**SAVINGS ACCOUNT
BALANCE** \$21,601.00

**CERTIFICATE OF
DEPOSIT** \$56,811.00

Total \$85,093.00

*Respectfully Submitted
David O. Cramer, D.D.S.,
M.S., P.C.*



Continuing Education

April 30—May 4, 2010

AAO Annual Meeting
Washington, DC

June 18, 2010

MAO Annual Meeting
Amway Grand Plaza Hotel
Grand Rapids, MI

September 30—October 3, 2010

GLAO/MASO Joint Annual Session
The Breakers—Palm Beach, FL
<http://www.glao.org/meetings>

Did you know that the Michigan Dental Association (MDA) provides a **free** peer review system to its members? In the case of specialty practices, the reviews are done by members of specialty dental societies (in our case, the MAO). The MDA Peer Review System is designed to assist patients, member dentists and dental insurance companies in resolving disputes when they are able to do so on their own. The complaints and contents of all case files are kept in strict confidence. To initiate a peer review case, call the MDA to obtain a complaint form at (517)372-9070; toll-free at (800)589-2632.

The MAO would like to welcome its newest member, Dr. Burcu Bayirli. Dr. Bayirli is a full-time instructor of orthodontics at the University of Detroit Mercy School of Dentistry. She also happens to be married to MAO board member, Chris Riolo. Please welcome Dr. Bayirli if you happen to see her.

MICHIGAN ASSOCIATION OF ORTHODONTISTS

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We're on the Web!
maortho.org



WE NEED YOUR SUPPORT!!!

Because of your contributions, our organization has had a decisive voice regarding vital orthodontic decisions made in this state. **No one has yet contributed to MOESPAC for the current year.**

Please send in a check today. Remember that they must be personal checks. They should be sent to:

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