March 3, 2006 - MASO CE Event
Marriott Downtown Philadelphia
“Taking it to the Next Level”
The Final Step in Interdisciplinary Treatment
Drs. Wick & Moody Alexander

Bask in the Bahamas…
MASO/NESO Joint Annual Session,
Atlantis, Paradise Island, November 3-7, 2006

Medical Coverage for Ages 65+
Orthodontic Partnerships
Update on Proposed Public Awareness Campaign
Devlin & Lifetime Achievement Awards
Malpractice
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Spring 2006

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ON THE COVER AND ABOVE: Attendees of November’s MASO/NESO Joint Annual Session can discover the delightfully colorful Bahamian marketplace at the eastern end of The Marina at Atlantis. See page 13 for additional information.

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Articles for publication may be sent directly to Dr. Richard A. Levy, 1325 18th Street, NW Suite 204, Washington, DC. All material should be typed, double-spaced, on 8½” x 11” paper. Tel: (301) 370-7485.
FAX: (202) 293-9515. E-Mail: levygrn@yahoo.com
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Dear fellow orthodontists from the Middle Atlantic Society:
Twenty-four years ago I was asked by a person I admire a lot, Dr. Ron Gross, if I wanted to help MASO by becoming a member of one of its committees, the Orthodontic Health Care Committee. Without giving it any further thoughts, regardless of whichever effect this commitment would have either on my practice or lifestyle, I accepted his request to help our Association.

I met Ron when we started interacting with each other after he transferred two fellow Puerto Rican patients attending Boarding School near Pottstown, PA. I never imagined accepting those transfer patients was the beginning of a chain of events culminating in becoming today MASO’s President.

After the OHC Committee, I served in other MASO Committees, and seven years ago, I was asked whether I would like to be one of two candidates for a position to become one of MASO’s Directors. I agreed and got elected.

The idea of one day having the unique opportunity you members of our distinguished society are giving me today never crossed my mind!

Today, I feel once again extremely proud and honored to have the opportunity to serve and help MASO as its 55th President.

MASO is, geographically speaking, the smallest constituent society of the AAO. Sometimes I wonder why this is so, since the linear dimension from New Jersey, down to Puerto Rico and the U.S. Virgin Islands, and back to Washington, D.C. extends more than 4,000 miles, and that’s not counting going back north through I-95 to New Jersey again!!!

Nevertheless, it is the heart and the life of the AAO, and needless to say, one of the very best of all of its constituent societies. It is remarkably unique: a constituent with one of the highest percentages of diversity within our membership, not only ethnic, but gender-wise as well. We have a strong national historical background within our component states, and we also feel very proud of having the nation’s capital as part of our constituency. We have contributed so many outstanding Presidents to the AAO, like Ronnie Gross, Ashur Chavoor, Fred Preis, and others. With our very own Bob Bray, soon to become AAO President, we know the tradition will continue.

As MASO’s President, I intend to keep and give continuity to the outstanding job performed by my predecessors.

Most of my goals encompass the concept of improving services to our components.

The theme for my term as President is “How Can We Serve You Better”? Following is a listing of goals for this year. It is my desire to visit our component societies during their business meetings this upcoming year in order to pursue the search for improved membership services, as well as a means of getting to better know our membership, and enhancing our friendship and personal/professional relationship. Once these needs are identified, an implementation plan will follow.

I will be working close together with my fishing partner from New Jersey, and today our President Elect, Dr. George Scott, so as to implement changes that will extend into Dr. Scott’s year.

Communication with our committees’ chairs, their members, our board liaisons, our AAO Trustee, and the AAO Officers and their Staff, will receive very close attention.

A meeting with our committees’ members, as well as state societies’ presidents and presidents-elect, is planned for late January 2006.

An Induction Ceremony into the Middle Atlantic Society of Orthodontists for the orthodontists who recently joined our association is planned during our 2006 Spring CE Event in Philadelphia on March 3, 2006. They will be welcomed to our Society, and a brief introduction to the AAO structure will be given by our Trustee, Dr. Robert J. Bray, an orientation to the AAO Code of Ethics and Professional Standards will be given by Dr. David Solomon. Dr. Peter Greco, our representative to the ABO, will give them a short overview of the different alternatives now available to become Board Certified.

At this CE Event, we will have the opportunity of having my ex-professor from The University of Texas at Houston, Dr. Richard “Wick” Alexander and his son, Moody, presenting an outstanding full-day program. Be sure to save that date in order to attend this combined father-and-son lecture on Interdisciplinary Treatment and Dr. Alexander’s Vari-Simplex Technique.

Motivating and recruiting the Gen-X’s within our membership to share some of their time within our society and getting them involved will be a priority. Our orthodontic residents’ participation will be a top priority during this year and years to come, so as to get them involved early in organized orthodontics. Early identification of potential leaders among them will be attempted, jointly with the collaboration of their faculty members.

I intend to work together with the AAO, and along their guidelines, in promoting their priorities, and those of all their Councils.

My Board will be directed to search for alternatives to help our specialty overcome the crisis in education which we now face.

Finally, I request each and every one of you not to hesitate and share with me any concern or recommendation you might have. We’re here to serve you!

Please make plans for this year’s Annual Session which will be held at the magnificent Atlantis Hotel on Paradise Island, in Nassau, Bahamas. We promise it will be an unforgettable experience, both the social and recreational program, as well as its scientific portion.

Once again, thanks for this opportunity and honor to serve you, and by the end of my term, I hope my contribution to MASO be a significant one, and also hope that many of you might have learned a few words in Spanish!!!

Gracias!
As we begin 2006, I want to say a special thanks to those who have served and continue to serve for MASO:

Thanks to Past-President, John Mariotti for his service and leadership to MASO. Everything you have done, John, continues to move our organization forward. Thanks to Mario Polo and congratulations on his new position as our President! Buena Suerte! or Good luck! (sorry Mario, I don’t have the upside down explanation point.)

Congratulations to Dick Albright, our re-elected Chairman of our Delegation and Tanya Stavisky, our newly elected Alternate Delegate. Thanks also to all of the Delegates and Alternate Delegates that represent MASO: Norm Boucher, Henry DiLorenzo, Ken Hrechka, Frank Frause, Jim Heslop, Fred Sterritt, Nahid Maleki, and Mario Polo.

Thanks to all of our MASO Representatives to AAO Councils:
Ted Berkshing, Chair, Communications; Lawrence Wang, Information Technology; Elizabeth Spannhake, Membership, Ethics, & Judicial Concerns; Larry Harte, Governmental Affairs; Luis Toro, Jr., Insurance; Gary Wiser, Orthodontic Health Care; Hyun-Duck Nah, Scientific Affairs; Tanya Stavisky, New & Young Members; Orthodontic Education, Rob Binder; and Orthodontic Practice, Dave Paolini; Fred Sterritt PAC Board; and American Association of Orthodontists Services, Inc., Tom Morgenstem and Gary Wiser.

Please join me in thanking all these members when we next see them.

Please note that we are really excited about the upcoming Government Affairs Conference in Washington, DC. Those from MASO attending are: Mario Polo, George Scott, Bob Williams, Cass Garcia, Nahid Maleki, Constance Greeley, Steve Siegel, Larry Harte, Fred Sterritt and me.

“Kudos from Bermudos”

Bermuda Highlights by Dr. Constance Greeley, MASO 2005 Annual Session Chair

Thanks to all who made our annual meeting in Bermuda one to be remembered! We had 642 attendees that included 147 from Great Lakes and 311 from MASO, including 90 doctors & 145 staff from MASO.

We were so fortunate to have top speakers and sponsorships to make the meeting a financial success. Off-shore meetings can be costly events. Through the negotiating skills and prudent decisions of Anita Field, our Executive Director, we were able to turn a profit ($59,322). We are indebted to her expertise and dedication to our success.

Congratulations to Dr. John Mariotti who completed his term as MASO president. We look forward to working with Dr. Mario Polo as we implement plans for 2006. Here’s hoping to see all of you in the Bahamas in November during our joint Annual Session with NESO.

Thanks so much to all of you who help make our Annual Sessions a success. They are always a great opportunity to enjoy the fellowship of our colleagues, staff and families!
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2006 MASO CE Event
Friday, March 3, 2006 - Philadelphia Downtown Marriott Hotel
“Taking it to the Next Level” The Final Step in Interdisciplinary Treatment
Drs. Wick & Moody Alexander

- Value of the periodontist’s involvement before, during and after orthodontic treatment
- Maxillo-facial surgeon correcting skeletal discrepancies, and the final step in interdisciplinary treatment—aesthetic dentistry
- Orthodontic preparation of patients who need cosmetic treatment because of tooth discrepancies, poor coloration, or attrition will be demonstrated
- Need for maxillofacial surgery for severe skeletal discrepancies
- Periodontal concerns addressed: impacted teeth, transposed teeth, and compromised gingival tissues

Meet the Speakers!
Drs. Wick and Moody Alexander are both renowned lecturers and world class clinicians. In their own inimitable way they will present the latest and most creative applications of the Alexander Technique, a comprehensive, systematic approach to orthodontic therapy and its application in Multidisciplinary / Conjoint Treatment.

Dr. Wick Alexander teaches at Baylor College of Dentistry and the University of Texas. He authored numerous books, articles, and has won numerous professional awards throughout his career.

Alexander Discipline Study Clubs are conducted in over 20 countries throughout the world.

Dr. Moody Alexander practices with his father in Arlington, Texas. He, too, is the recipient of many honors, awards, and recognitions. He has authored several publications and has conducted seminars worldwide.

The Program - 6.5 CE Credits Available
8:00 a.m. to 9:00 a.m. Registration and Continental Breakfast
9:00 a.m. to Noon Seminar – Dr. Moody Alexander
Noon to 1:00 p.m. Lunch
Program – “New Member Induction”
1:00 p.m. to 4:30 p.m. Seminar continuation - Dr. Wick Alexander

Fees:
- MASO Member ...........................................................$185
- MASO Member Spouse/Guest ...................................$  75
- Non-Member Doctor ...................................................$285
- Full-Time Orthodontic Faculty & Retired Members...$125
- Resident.................................................................$  20

Registration fee is per person and includes:
- All-day lecture • Breakfast • Refreshment breaks • Luncheon •

Registration Deadline: February 24, 2006
Register online at www.maso.com

Op Ed

BY DR. FREDERICK G. PREIS
MASO & AAO Past President
Malpractice

While waiting in the anteroom of the hospital preparing myself for a total knee replacement, the anesthesiologist sat and discussed her procedure with me. Since the OR was behind schedule and she knew I was an orthodontist according to the record before her, she related to me her experience during her visit to an orthodontist with her daughter.

She related that the orthodontist was well recommended and she found him to be comfortable, as did her daughter. But she changed orthodontists. Why? She told me that it was the assistant who tipped the scale against him. While the assistant was preparing to get impressions she did not follow universal precautions and proceeded to go directly from her child’s mouth to the drawer to select another impression tray. I am sure the orthodontist never knew why they withdrew from his practice.

Remember “Perception is Reality” to many people and even though you think all is in place, others might not agree. To get a little reality check and see how our perceptions line up with reality read the current best sellers Freakonomics and Blink. You will come away with a different perception of what reality really is.

Now this anesthesiologist didn’t complain or create a stir, she didn’t file any grievance with the state board, no, she just left. She left because basic protocols were breached. I am aware of two other episodes where the paradigm of good patient care was not followed but with different results. Both resulted in legal action. In both cases tooth loss was a possibility. In one the old no-no of placing an elastic between the two centrals to close a diastema caused severe bone loss and in the other case failure to monitor prolonged treatment via periodic radiographs allowed severe bone loss to occur.

Neither of these problems should have occurred if routine standard of care protocols were followed. And possibly neither of the legal actions would have occurred if the orthodontists had kept on top of things and informed the patient/parents of some iatrogenic effect. If you practice long enough you will have problems. Set up procedures to follow when they occur. Establish policy to minimize their possibility. Be careful hiring and delegating. Have all of your assistants certified in orthodontics. This protects you and them as well as your patients. Remember you’re in the retail business and the mantra in “retail is detail.” Enjoy your success but don’t let success blind you to the daily happenings in your practice.

As we begin another year, review your office protocols, listen and watch, become a patient, check on the cleanliness of everything; your restroom, your lab and, yes, even your office as well as the obvious areas of reception and treatment.

Everything you do as an orthodontist reflects on the specialty. You owe it to yourself to advance the specialty and treat your patients well. If you feel you have to justify or rationalize your treatment at any time, you are in a gray area. Exit at once.

After you have read Blink you will realize that you have 2 seconds to make a favorable impression because your patient will assess you in 2 seconds. 1001, 1002. Make it count!
AAO PUBLIC AWARENESS CAMPAIGN...AAO PUBLIC AWARENESS CAMPAIGN

Update on Proposed Public Awareness Campaign
by Dr. Ted Berkinshaw ERB919@aol.com

The truth is they simply don’t know who you are. Who are they? They are our potential orthodontic consumers.

The quantitative and qualitative research that the Council on Communications (COC) has been engaged in over the last several months has poignantly revealed that our target audience of mothers with children ages 5-17 are unaware of the level of training required to become an orthodontist. Statements such as, “Anyone who puts on braces must be an orthodontist” and “I thought they just took a three month course in orthodontics to become an orthodontist” and “I had no idea that to be an orthodontist meant spending at least two more years of advanced university study after dental school” have demonstrated a level of confusion in the marketplace about who an “orthodontist” is.

The goal of the proposed campaign has been all along to increase the public’s awareness of who we are and what we do. We want our potential consumers to recognize orthodontists as the gold standard when it comes to orthodontic care and improving smiles.

Research with consumer focus groups in January of this year will determine which message will resonate most effectively with our target audience. By the first weekend in March, MASO leadership will be given the drafted message. The March AAO Bulletin will include the second of a two-part DVD presenting information about the Proposed Public Awareness Campaign. It will include the research findings, the proposed message and the tracking methods used to determine the effectiveness of the campaign for all AAO members to see. In May, The House of Delegates will vote whether to move forward with a Public Awareness campaign on our behalf as AAO members. This is your chance to become informed about a campaign designed to help preserve our specialty.

Please look to our member web site www.AAOmembers.org for more information about this campaign. If you have questions about the campaign, please send me an e-mail at erb919@aol.com.

Do you have a Clinical Pearl to share? If so, fax it to: 202-293-9515.

CLINICAL “PEARL” - by Dr. Constance Greeley

MORE COMFORTABLE ENAMEL REPROXIMATION

Since we are all doing more non-extraction cases either with fixed appliances or clear aligners, it is often necessary to reproximate and reshape teeth to improve their fit in the arch and improve Bolton ratios.

No matter how excellent the patient’s hygiene is, gingival contact with slenderizing equipment can be uncomfortable for the patient. Since doing it correctly often requires touching the gingival tissue with a disc or strip, this can be uncomfortable for the patient and create some bleeding.

Oraqix topical anesthesia gel, used by periodontists and general practitioners prior to administering local anesthesia is an excellent solution. It can be “injected” into the gingival crevice without using a needle. The nib on the carpule holder is thin enough to allow this application. The liquid is lidocaine/prilocaine periodontal gel manufactured by Dentsply. It works in 30 seconds, last long enough to do the slenderizing and controls any bleeding that might occur. You can keep and identify the patient’s carpule for use at later appointments. The anxiety of this procedure is much reduced. Patients love it.

Hope this works for you.
Orthodontic Partnerships
by Dr. Gary Wiser

Those of you who are aware of my forty-year career in orthodontics will find these remarks unexpected, because I have practiced in an orthodontic partnership for the past thirty years. The impetus for these remarks comes from my more than ten years as a management consultant to the dental profession.

In general, I have found orthodontic partnerships to be very difficult to administer equitably and have experienced a high degree of failure and ultimate dissolution due to poorly constructed infrastructures from the outset. The word “partnership” should NOT be directly translated into “equality”! No two orthodontists can be considered “equal” when it comes to evaluating and measuring work habits, treatment philosophies, moral and ethical standards, staff relationships, and professional duties. When partners treat patients at uneven levels of professional performance, practice an unrelated number of days or hours, and develop the practice in divergent ways, why must their compensation be shared equally? How should orthodontic partners divide the net income from the practice? There is not a definitive, long-term rule of thumb, sure-fire answer to this question.

In all other phases of dentistry, general practice or any other specialty, it is relatively easy in this age of computerization to accurately record the production of each provider. This is not the case in orthodontics, and our partnership relations suffer for the absence of realistic measurement ability. How can we financially relate one partner meeting with parents in a pretreatment conference or working on a practice marketing project, while another partner is placing orthodontic appliances and performing multiple treatment procedures? Orthodontic partnerships tend to be extremely stressful and the stress is directed in diverse directions: financial, practice management, staff training and interpersonal relations, patient and parent relationships, and doctor referral issues. The question to be answered is “are orthodontic partnerships a necessary and effective entity for us, our patients, staff, and referring doctors?”

When asked by my orthodontic clients if they should consider establishing a partnership, my answer is a resounding “NO”. If your practice becomes so successful that the workload is more than you would like it to be, hire an Associate on a per diem or eventually an annual basis. There are an increasing number of orthodontists who because of family obligations do not desire an equity position and are very willing to accept fair and reasonable employment in a successful practice. If you are considering retirement, you can sell your practice without entering a partnership prior to the sale.

It is true that orthodontic practice transitions require a longer period of time than might be necessary in other fields of dentistry, however, employment of the Buyer for a year or less prior to the sale will be more than sufficient. Quite frequently, the practice purchase is accomplished and the Seller stays with the Buyer as an Employee for as long as both parties feel the continuing relationship is needed for satisfactory transfer of treatment goals and introduction of the Buyer to the patients, their families, and the referring doctors.
Medical Insurance Coverage:

**MEDICARE PART D**

A Council on Insurance Report

by Dr. Luis A. Toro, Jr., latoro@prtc.net

Effectively January 1, 2006: the Medicare Prescription Drug Act will have an impact on the AAO Medical insured age 65 and over. This Act will provide limited coverage for prescription drugs under Medicare Part D.

Members, who are age 65 and older, and currently insured in the $500 deductible plan, will retain the deductible plan which was in force at age 64. Coverage for prescription drugs under all AAO Medical Plans will coordinate benefits with Medicare Part D.

Medicare Part D is an optional benefit for prescription drugs (Rx) in which individuals may select a standard or alternative coverage option. Part D coverage will be provided by government approved PDP’s (Prescription Drug Providers) throughout the country.

“Standard” coverage under Part D consists of a $250 deductible. Members then pay 25% of Rx charges incurred between $250 and $2,250. There are no Medicare Part D benefits paid between $2,250 and $5,100 of Rx expenses. At this point the member will have paid $3,600 out-of-pocket against a total of $5,100 of Rx expenses. After the member reaches the out-of-pocket limit ($3,600), Medicare Part D would pay for about 95% of all further costs with no upper maximum limit.

The cost of Part D to the member will vary by geographic area ranging from approximately $10 to $90 per month. A 6-month initial enrollment period began on November 2005. Those currently enrolled in Medicare Part A or Part B, are eligible to enroll. Individuals have the option to pay their Part D premium to the PDP or have it deducted from their social security payment. Costs will increase for those enrolling later than this initial period, unless the member has creditable coverage.

“Creditable coverage” is defined as being insured in a plan that has Rx coverage with benefits equal to or better than the “standard” coverage described in Part D above. All of the AAO medical plans are considered as “non-creditable coverage” for the purposes of Medicare Part D. This simply means that an AAO member who is Medicare eligible and who does not enroll for Part D during the initial enrollment period will be subject to higher premium rates. With creditable coverage, the member could enroll in Part D at any time after the initial period and not pay the higher monthly rate. The higher rate may be about 1% more which is a minimal penalty.

Those AAO members currently over 65 in the $500 deductible plan may decide not to enroll in Medicare Part D coverage because the current AAO Medical plan covers Rx charges subject to the $500 deductible and 20% co-insurance provision. Comparatively, Part D has a $250 deductible, plus co-insurance charges, plus the monthly premium cost to purchase Part D, which in total would be equal to or more out-of-pocket dollars to the member than the AAO’s $500 deductible plan. However, since all AAO medical plans are not considered “creditable coverage”, members who opt to enroll in Plan D after the initial open enrollment period will have to pay the higher Part D premium rates. Future entrants into the AAO over 65 plan when age 65 is attained on or after January 1, 2006 will remain at their current deductible of $1,500 or higher. In this case it would probably make better sense to enroll in Part D immediately and take advantage of the Medicare Rx benefits at the lowest premium rate.

The Council on Insurance directed JLT Services to institute a plan to call all members in the AAO medical plans that are approaching 65 years of age to explain Medicare Part D and options. It also directed AAO staff to inquire about providing a possible seminar or seminars on Medicare part D at the 2006 Annual Session with the AAO meetings department and report back to the council ASAP.

Any questions please email me at latoro@prtc.net or call me at 787-860-7943.

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The Middle Atlantic Association of Orthodontists has presented its Gerald A. Devlin Memorial Award to Dr. Frank W. Krause of Cranford at its Annual Session held in Bermuda on October 30, 2005. This prestigious award was presented to Frank in recognition and appreciation of his untiring devotion and meritorious contributions, both to MASO as an organization and to our orthodontic and dental professions in general.

In presenting the award, Dr. David Solomon, past-president of MASO and current speaker of the House of the American Association of Orthodontists said “Dr. Krause enjoys an outstanding career as a dedicated and industrious leader in many dental organizations. Frank works with an intensity and thoroughness on all projects. The treatment of his patients is unmatched. He is also recognized by his peers as being one of the finest orthodontists in our region.”

After graduating from the University of Virginia, Frank received his D.D.S. from the University of Maryland. Thereafter, he served as a captain in the US Army Dental Corp. prior to completing his Master’s Degree in Orthodontics at Temple University. He is a member of Phi Beta Kappa, Omicron Kappa Upsilon, a Diplomate of the American Board of Orthodontics, Fellow of both the International and American College of Dentists, recipient of the NJAO Gerald A. Devlin Award and most recently chosen for the July 2005 New Jersey Monthly Magazine “Best Dentists of New Jersey” issue. As a contributor to his community, Frank has been a volunteer and officer in various community service organizations. Frank currently serves the Westfield Area YMCA as a director actively involved in Long Range Planning, Building & Grounds Adult Services, and chairman of the Y’s Medical Advisory Committee. Being a physical fitness buff, Frank enjoys the Y. Moreover, since 1983, he is particularly proud of his twenty-two year service to MASO as the chairman of the Annual Fun Run.

Throughout his career, guided by his love for orthodontic treatment, Frank has presented numerous presentations and clinics on orthodontic treatment at National, Regional, local meetings and to regional orthodontic resident classes on various orthodontic topics. Most notably, Class II correction; sequentially introduced synergized orthopedic, functional and orthopedic forces; modified maxillary expansion appliances; fixed disarticulations; the fixed functional bite plate and the Krause patented retainers.

Congratulations to Dr. Frank W. Krause, recipient of MASO’s prestigious award.
Bask in the Bahamas!
by Dr. Robert E. Williams, Annual Session General Chairman

We are pleased to announce the 2006 Joint Annual Session of MASO/NESO at Paradise Island, the Bahamas at the Atlantis Hotel and Resort. The meeting will be held from Friday, November 3 through Tuesday, November 7, 2006. Mark your calendar now so that you, your family, and staff can enjoy this beautiful island.

The theme for this year is: "Orthodontics in Paradise". Morning sessions for doctors and staff will be followed by afternoons free to let you take advantage of the many opportunities the resort provides for individual and family activities. Island tours, golf, and tennis are available, in addition to multiple aquatic activities. The resort features nine gourmet restaurants, a nightclub, comedy club, and rum and cigar bar, in addition to the casino and betting parlor for off-track and sports events wagering. Several special programs are also available for children and teens, including Club Rush, a nightclub for youth ages 7-17. Evenings will feature a "Junkanoo" reception and beach barbecue.

Scientific sessions will feature Drs. Dwight Damon, Michael Swartz, and Ms. Rosemary Bray sponsored by Ormco, John McDonald and Terry Silke sponsored by Unitek, Jim Hilgers, Tom Barron from Orthocad, Dave Paquette from Invisalign, and Tom Griffin from IACT. Rita Bauer will present a digital photography workshop for both doctors and staff, there will be special meetings for New and Younger members, an ABO luncheon, and an orthodontic educator’s conference.

Additional information will be available at MASO’s Spring CE Meeting on Friday, March 3rd in Philadelphia, or check it all out at www.Atlantis.com. Registration information for the 2006 Annual Session will be mailed by July. Plan now to bring your family and staff to this exciting event! We’re looking forward to seeing you in the islands!

MARK YOUR CALENDAR

MARCH 3, 2006
MASO CE Event
Philadelphia Downtown Marriott
PHILADELPHIA, PA

APRIL 28 - MAY 2, 2006
AAO 106th Annual Session
LAS VEGAS, NV

NOVEMBER 3-7, 2006
MASO/NESO Annual Session
Atlantis, Paradise Island
BAHAMAS

GERARD A. DEVLIN AWARD

by MASO Executive Office

The MASO Nominating Committee is accepting candidates for the Gerard A. Devlin Award. Nominations may be sent to Dr. Elizabeth Spannhake, ebspannhake@comcast.net by April 1, 2006.

Candidates must demonstrate at least one of the following criteria: significant service or contribution to MASO beyond his/her membership or other official capacity; significant contribution to the orthodontic or dental health of children or adults; notable study in research that adds to current knowledge and etiology, analysis and treatment of orthodontic patients or other phases of dentistry; or significant contribution to other areas of dentistry or science.

Each candidate must be supported by a curriculum vitae and a letter of recommendation. The Award will be presented during the Joint Annual Session of MASO/NESO to be held this November at the Atlantis on Paradise Island in the Bahamas.
Treasurer’s Report

DR. GEORGE SCOTT
DrGWScott@aol.com

This is my last report as Treasurer of MASO and I am pleased to report that the Treasury has never been in a better position as it currently is. When coming aboard 4 years ago, our assets were $78,000 and unexplainably sinking. In the past 3 years since using Accent on Management and our skilled Executive Director, Anita Field, our assets have risen to over $461,000 at year’s end. Prior to Anita’s arrival, MASO profitted about $1,000 per Annual Session. The past 3 Annual Sessions under Anita’s direction has averaged an astounding $104,000. Our Meetings are better than ever and the overall operation of MASO is now properly systematized and accountable.

It has been my pleasure to have served as Treasurer and be associated with such a fine organization and the recipient of phenomenal support.

MASO, 17 South High St.
Suite 200,
Columbus, OH 43215
Phone: 1.866.748.MASO(6276)
Fax: 614.221.1989
E-mail: MASO@AssnOffices.com
Web: www.MASO.org

MIDDLE ATLANTIC SOCIETY OF ORTHODONTISTS FINANCIAL SUMMARY

<table>
<thead>
<tr>
<th>INCOME</th>
<th>Year-End 2005</th>
<th>2006 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dues-Active / Reinstatement</td>
<td>137,170.00</td>
<td>111,700.00</td>
</tr>
<tr>
<td>Newsletter Advertising</td>
<td>18,638.00</td>
<td>17,400.00</td>
</tr>
<tr>
<td>Membership Application Fee</td>
<td>1,980.00</td>
<td>2,000.00</td>
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<tr>
<td>CE Course</td>
<td>11,235.00</td>
<td>11,200.00</td>
</tr>
<tr>
<td>Annual Session (Joint) Profit</td>
<td>37,839.22</td>
<td>30,000.00</td>
</tr>
</tbody>
</table>

OTHER INCOME

Prior Year Income | 0.00 | 0.00 |
Interest Income | 9,467.63 | 4,600.00 |
Gain/Loss | 261.09 | 0.00 |

TOTAL INCOME | 216,590.94 | 176,900.00 |

EXPENSES

<table>
<thead>
<tr>
<th>OPERATING EXPENSES</th>
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</thead>
<tbody>
<tr>
<td>AAO Dues Billing Fee</td>
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<tr>
<td>President Honorarium</td>
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<tr>
<td>Management Fee</td>
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<tr>
<td>Office Supplies</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>Stationary &amp; Envelopes</td>
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<tr>
<td>Copying</td>
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<tr>
<td>Postage/Mailing House</td>
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<td>Telephone/Fax</td>
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<td>AAO Liability Insurance</td>
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<td>Office/File Storage</td>
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<td>Journal Editor - Honorarium</td>
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<td>Journal Publication/Mailing</td>
</tr>
<tr>
<td>Web Site</td>
</tr>
<tr>
<td>Website Component Development</td>
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</table>

MASO BOARD EXPENSE

<table>
<thead>
<tr>
<th>CE COURSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOD - Travel</td>
</tr>
<tr>
<td>BOD - Meals/Room/AV</td>
</tr>
<tr>
<td>BOD-AnnSession Bus Mtg(Nov)</td>
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ANNUAL SESSION

<table>
<thead>
<tr>
<th>ANNUAL SESSION</th>
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<tbody>
<tr>
<td>1,116.60</td>
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NATIONAL ANNUAL MEETING

<table>
<thead>
<tr>
<th>NATIONAL ANNUAL MEETING</th>
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</thead>
<tbody>
<tr>
<td>Leadership/Gov.Affairs Conf</td>
</tr>
<tr>
<td>AAO-Caucus Mtg Meals</td>
</tr>
<tr>
<td>AAO-Del(7) Alt (3)Honorary</td>
</tr>
<tr>
<td>AAO-Delegates/Alt Airfare</td>
</tr>
<tr>
<td>AAO-Exc Dir Attendance</td>
</tr>
<tr>
<td>AAOF Contribution</td>
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<tr>
<td>AAO - BOD Business Meeting</td>
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<tr>
<td>AAO Misc (AS)</td>
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<tr>
<td>Committee Expense</td>
</tr>
<tr>
<td>GORP Program</td>
</tr>
<tr>
<td>Plaques/Awards</td>
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<tr>
<td>AD HOC Committees</td>
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</tbody>
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OTHER EXPENSES

<table>
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<tr>
<th>OTHER EXPENSES</th>
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<tbody>
<tr>
<td>Credit Card Fee</td>
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<tr>
<td>Bank Service Charges</td>
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<tr>
<td>Prior Year Expense</td>
</tr>
<tr>
<td>Miscellaneous</td>
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<tr>
<td>Estimated Taxes</td>
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<tr>
<td>Annual Session 2006</td>
</tr>
<tr>
<td>Annual Session 2007</td>
</tr>
<tr>
<td>Annual Session 2008</td>
</tr>
<tr>
<td>Annual Session 2009</td>
</tr>
</tbody>
</table>

TOTAL EXPENSES | 165,693.85 | 148,580.00 |

NET INCOME | 50,897.09 | 28,320.00 |

Gain/Loss | 261.09 | 0.00 |

TOTAL INCOME | 216,590.94 | 176,900.00 |

TOTAL ASSETS | $463,078.90

Savings/Cash | $304,240.27 |
Reserve Account | $158,838.63 |
TOTAL ASSETS | $463,078.90

Dr. George Scott
Council on Communication
Dr. Ted Berklinshaw
Erb919@aol.com

The Council on Communications (COC) has been focusing its attention in two major areas:

1) The proposed Public Awareness Program-
What is most unique about the research being done by the COC to develop a Public Awareness Program is that it is not members of the AAO that are deciding what message will best resonate with our target audience, but it is instead our target orthodontic consumer itself that will determine what message will be most effective. This research approach insures success rather than merely hoping for it. (See the accompanying article on the Proposed Public Awareness Program on page 9 for an update.)

2) Overhaul of the AAO Public Web site
As a joint council effort, COC and COIT (Council on Information Technology) are in the process of totally revamping the AAO’s public web site www.braces.org. Our goal is to have this site be the go-to-site for the public to gain information about orthodontics. We also want it to surface as the number one site when consumers search for information about orthodontics. Our plan is to have the “new” site ready to go live this spring.

Council on Government Affairs
Dr. Lawrence S. Harte
lsharte@aol.com

The following are some of the main issues that the Government Affairs Council is working on at this time:

Accreditation: The AAO is working to increase the scrutiny and transparency of the accreditation process in cases for-profit companies offering “charitable” contributions to institutes of higher education.

Association Health Plans: The AAO supports plans that will allow Orthodontists to lower health care costs for themselves and their staff. This will in turn reduce costs and improve access to Orthodontic Care.

Tax Legislation: Orthodontists face a number of tax issues including Estate Tax, Alternative Minimum Tax, and Business Depreciation.

Because of recent developments in Washington, it is unlikely that any significant legislation will proceed prior to the Presidents State of the Union Address in late January.

Council on Information Technology
Dr. Lawrence Wang
larwang@comcast.net

COIT met for its annual face-to-face meeting in St. Louis in December. The following are the technology initiatives that the Council are currently undertaking or are planning to develop in 2006:

1) Development of an Internet 2 based pilot program that will allow for seamless, real-time communication between orthodontic programs taking advantage of the ability to share and utilize faculty resources.

2) Development of a paperless meeting protocol for the different AAO groups to fulfill the need to increase meeting efficiency and allow for user-friendly, multi-level communications.

3) Creation of a detailed, interactive speaker registry to be accessed through the website for use by the AAO, constituent, and component planning committees to access speaker information for meeting preparation purposes.

4) Development of a personalization program (i.e. AAO Express) to allow for members to create and/or choose preferences tailoring the AAO member site to their needs. The goal is to encourage member usage and have the member website be one’s main portal (i.e. homepage).

5) Investigation of the use of video conferencing for future AAO business related meetings.

6) Improvement of the support system for CommonSpot contributors. As more constituents and components utilize the AAO website platform it will become necessary to initiate a system to track support issues and statistics for entities that are creating and editing their websites, thereby facilitating ease of use.

7) Development of an AAO on-line survey program that would provide informative real-time polls on the website as one sees with other portal sites and corresponding survey services to constituents and components for their respective sites.

8) Broadening the scope and capabilities of the AAO distance learning program with the Council looking into a constituent distance learning initiative that will allow for related organizations to record their own meeting presentations to be archived for current and future access.

9) Updating the public website participating with COC in the redesign of the site (www.braces.org). The planning process is currently at the stage of determining the appropriate audience and relevant content.

10) Updating the member website (www.aaomembers.org). Member services such as the discussion forums and listserves, the AAO calendar and the free e-mail service will be reviewed for possible improvements and this will
correspond with the initiation of a one-year marketing campaign.

11) Further planning of the AAO stand-alone technology conference that has been tentatively set for February 8-10, 2008 in Las Vegas.

"COIT works under the principle that “technology should be viewed as an investment in our association’s future and as insurance for our continued prosperity.”"

**Council on Membership**

**Elizabeth Spannhake**
ebspannhake@comcast.net

The Council on Membership is currently working on revamping the AAO members directory both hardcopy and online versions. The Council is also looking for ways to increase membership and member retention. We have discussed the idea of a complimentary membership for first year students to bring them on Part D."

**Council on Insurance**

**Dr. Luis A. Toro, Jr.**
latoro@prtc.net

See page 11 for Dr. Toro’s report “Medical Insurance Coverage: Medicare Part D."

**Council on New and Younger Members**

**Dr. Tanya Stavisky**
tanyadmd@comcast.net

The AAO’s Council on New and Younger Members (CONYM) held a conference call on October 26, 2005 for the new members to get acquainted and to discuss plans for the coming year. The discussion began with a review of CONYM’s 2005 Annual Session program which featured John Van Leeuwen and Char Eash as the keynote speakers. They discussed early financial planning concepts for orthodontists and presented young orthodontists a seminar entitled “Controlled Growth Equals Continued Profitability: A lesson on paying attention to the small stuff.” The session received very positive reviews, was well attended and was well received. We also received many great ideas for future speakers. The next topic of discussion was the 2006 Annual Session. Plans are underway for this meeting which will feature Mr. Paul Zuelke as the keynote speaker. Mr. Zuelke will address several practice management items. He will speak on Sunday May 7th from 2:30 – 5:00 pm, which will be followed by a 30-minute Q&A session to include Mr. Zuelke and several members of the Council.

Finally, we discussed plans for our annual face-to-face winter meeting. This year CONYM will meet in February in Scottsdale, AZ. Since many of the Council members will be attending the Orthodontist CEO Conference, we decided that this would be an ideal place to meet.

CONYM works very hard to promote the importance of AAO membership to new/younger orthodontists and students and to represent and to promote the interests of new/younger members and students to the AAO. For more information regarding CONYM please look at our on-line newsletter. To get to the web site go to www.aaomembers.org and then click on NYMO. This site focuses on issues of special interest to new and younger members.

**Council on Orthodontic Health Care**

**Dr. Gary Wiser**
wisermgt@mac.com

The Council on Orthodontic Healthcare met in Saint Louis on Saturday, January 14, 2006. As chairman of the subcommittee for orthodontic insurance codes, I have been working with the American Dental Association Code Review Committee. As the result of codes we submitted to them relating to the
The component rates are as follows:

- Temporary anchorage devices used in orthodontic treatment. Our primary concern is that the insurance carriers will deduct the cost of these devices from the orthodontic lifetime benefit, which is already under pressure as fees increase, and the orthodontic benefit remains level.

- The American Dental Association Code Review Committee is meeting in February in Chicago and the results of their rulings will be made known to you at the earliest possible time.

- The “Smiles Change Lives” program is the result of a directive from our Board of Trustees to provide orthodontic care for under-served and economically depressed areas of our country. Several representatives of the “Smiles Change Lives” program will be attending our January meeting. One of the proposed target areas for the program in our Middle Atlantic region is Philadelphia. I will report the developments for this program in the next MASO Newsletter following the Council on Orthodontic Healthcare meeting in Saint Louis.

- Please contact me at any time with your questions or comments by calling me toll free at 888 - 22 WISER or by E-mail at “wisermgt@mac.com”.

AAOF

Dr. Anthony Quinn, braces1215@aol.com

The good news is that the AAOF has realized over 26 million dollars in pledges, of which over 17 million has been redeemed. The bad news is that this money has been pledged by only 34% of the AAOF membership. MASO has even lower participation rate of 25%

The component rates are as follows:

- Delaware . . . . . . . . . . . 38%
- District of Columbia . . . 21%
- Maryland . . . . . . . . . . . 23%
- New Jersey . . . . . . . . . . . 18%
- Pennsylvania . . . . . . . . . . 25% (entire state)
- Puerto Rico . . . . . . . . . . . 65%

We can do better. A contribution of one case of $3,000 - $5,000 over a three to five year period is not too much to ask of us to keep our profession viable. Please help us to show MASO’s commitment to our future. You can contact Tony Quinn, your director to the AAOF, at 570-342-3556 or Robert Hazel at 800-424-2841.

AAOSI

Dr. Gary Wiser, wisermgt@mac.com

The Directors of the American Association of Orthodontists Services, Inc. are scheduled to meet in Phoenix on Thursday, February 9, 2006 the day prior to the “Orthodontist as CEO” meeting. As you may know, our primary objective is to raise non-dues revenue for the American Association of Orthodontists thereby stabilizing the annual dues for the membership. At this time we are working very hard with a committee of the Board of Trustees members to develop a national program for orthodontic staff training. At the August AAOSI meeting we interviewed and examined the resources of several companies presently active in the staff training marketplace. The Directors then made a singular recommendation to the Board of Trustees which was accepted. The newly formed committee is now working to draft a viable business plan which will enable us to proceed on behalf of the membership to bring this excellent program for your review. I will keep you posted on the progress for the staff training program in the next MASO Newsletter.

Please contact me at any time with your questions or comments by calling me toll free at 888 - 22 WISER or by E-mail at “wisermgt@mac.com”.

ABO

Dr. Peter Greco, Pgrecodmd@aol.com

On Oct. 8, 2005, the directors of the ABO provided an all-day symposium for 85 of the nation’s faculty from 50 ADA-accredited orthodontic programs. The ABO’s Educators’ Symposium focused on the current and future ABO certification process, and the impact of early certification on graduate orthodontic programs.

The ABO Written Examination has traditionally been offered at the commencement of the AAO Annual Session. The 2006 Written Exam will be held at regional Pearson-VUE Testing Centers during the week of April 24-28, 2006. Although the Written Exam will not be held during the 106th AAO Annual Session in Las Vegas, the ABO will continue to encourage residents/students to attend the AAO Annual Session to take advantage of the many events designed for new and younger members.

The ABO’s decision to computerize the written exam was based on many factors. Many dental specialty organizations expressed great success in converting to computerization, and the ABO is extremely confident with the optimum security afforded by this plan.

Computerization of the written exam is highly acceptable to residents and faculty. The participants at the 2005 Written Exam favored computer site use by 2 to 1. Participants at the Educators’ Symposium praised the change, and the AAO is also supportive of the new format.
The DSOS Medicaid committee is meeting in February with the State Dental director to confirm and calibrate the use of a new scoring sheet for patients seeking Medicaid benefits for orthodontic treatment.

The DSOS has contacted the Virginia Brown Foundation, as an additional option for funding the treatment costs for low-income families in the state of Delaware. The DSOS members coverage agreement was updated and all participating members signed their commitment letters.

The AAOIC risk-management DVD has been made available to all DSOS members. All members were encouraged to record their pro-bono work at the AAO website.

The last Maryland State Society of Orthodontists general membership meeting was held on October 26 at the Sheraton Hotel in Columbia, Maryland. The speaker for the evening was Dr. John F. Caccamese. He gave a wonderful presentation titled, “Cleft Lip and Palate Reconstruction: Infancy through Adolescence.” The next general membership meeting of the MSSO was held on January 25, 2006 at the Sheraton Hotel in Columbia.

Please mark your calendars: The next OSHA meeting is scheduled to take place in early April 2006. 3M Unitek will be sponsoring a joint MSSO/Unitek 2-day meeting taking place in September 2006.

The Puerto Rico Society of Orthodontists met for its summer continuing education course at The Copamarina Beach Resort in the beautiful and sunny southern coast of Puerto Rico, the speaker was Dr. Gary Opin from Connecticut. This past August 13th our local society presented a training seminar exclusively designed and prepared for our Orthodontic dental assistants, we had full attendance and it was an excellent opportunity for staff development. On November 5th we had the well-known Dr. Anthony Giannelly lecturing about different treatment modalities, techniques and mechanics. This past December 11th and January 5th our society presented a training seminar exclusively designed and prepared for our Orthodontic dental assistants, we had full attendance and it was an excellent opportunity for staff development.

The Pennsylvania Association of Orthodontists (PAO) is known for its great meetings. In June 2005, our past president, Rusty Bullock had an outstanding meeting at the Homestead Resort in Hot Springs, Virginia with Dr. Vince Kokich as keynote speaker.

Please mark your calendar for the PAO 2006 meeting. It will be Friday and Saturday (half days), June 16 & 17 at the world class Nemacolin Woodlands Resort just one hour outside of Pittsburgh nestled in the scenic Laurel Highlands. Plan to bring your family and enjoy all the amenities; a fabulous spa (ranked in the top 5 in the United States), a Pete Dye golf course, skeet shooting, swimming and hiking. Also, Ohiopyle known for its white water rafting, and Frank Lloyd Wright’s Fallingwater are in close proximity.

I am thrilled that our presenter is Dr. Kazumi Ikeda from Tokyo, Japan. Dr. Robert “Slick” Vanarsdall considers him as one of the greatest orthodontists in the world.

Dr. Ikeda’s tentative presentation will deal with the following topics:

- Philosophy and Diagnosis
- Mechanics and Techniques
- New role of Orthodontics in the Gnathic System
- 3-D Imaging

His beautifully treated cases are documented (evidence based) from start to finish. His presentation and finished cases are mesmerizing.

Please take advantage of this opportunity to hear a world class speaker at a world class resort. It will be a great time to share with your colleagues and family.

For further information, contact Ronald S. Good, President, at rsg@GoodOrthodontics.com.

Dr. Jose A. Morales-Diaz
jmorales@ayustar.net

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Please take advantage of this opportunity to hear a world class speaker at a world class resort. It will be a great time to share with your colleagues and family.

For further information, contact Ronald S. Good, President, at rsg@GoodOrthodontics.com.

Dr. Jose A. Morales-Diaz
jmorales@ayustar.net

The Puerto Rico Society of Orthodontists met for its summer continuing education course at The Copamarina Beach Resort in the beautiful and sunny southern coast of Puerto Rico, the speaker was Dr. Gary Opin from Connecticut. This past August 13th our local society presented a training seminar exclusively designed and prepared for our Orthodontic dental assistants, we had full attendance and it was an excellent opportunity for staff development. On November 5th we had the well-known Dr. Anthony Giannelly lecturing about different treatment modalities, techniques and mechanics. This past December 11th and January 5th our society presented a training seminar exclusively designed and prepared for our Orthodontic dental assistants, we had full attendance and it was an excellent opportunity for staff development.

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The Pennsylvania Association of Orthodontists (PAO) is known for its great meetings. In June 2005, our past president, Rusty Bullock had an outstanding meeting at the Homestead Resort in Hot Springs, Virginia with Dr. Vince Kokich as keynote speaker.

Please mark your calendar for the PAO 2006 meeting. It will be Friday and Saturday (half days), June 16 & 17 at the world class Nemacolin Woodlands Resort just one hour outside of Pittsburgh nestled in the scenic Laurel Highlands. Plan to bring your family and enjoy all the amenities; a fabulous spa (ranked in the top 5 in the United States), a Pete Dye golf course, skeet shooting, swimming and hiking. Also, Ohiopyle known for its white water rafting, and Frank Lloyd Wright’s Fallingwater are in close proximity.

I am thrilled that our presenter is Dr. Kazumi Ikeda from Tokyo, Japan. Dr. Robert “Slick” Vanarsdall considers him as one of the greatest orthodontists in the world.

Dr. Ikeda’s tentative presentation will deal with the following topics:

- Philosophy and Diagnosis
- Mechanics and Techniques
- New role of Orthodontics in the Gnathic System
- 3-D Imaging

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Albert Einstein Medical Center
Orthodontic Residency Program
Dr. Alan J. Borislow, Chairman and Program Director
borisloa@einstein.edu

The current third year residents, Drs. Mark Huls, Tony Pasquale and Clay VanderWall are actively engaged in research projects and will present their findings to the faculty in the spring. Mark and Clay are jointly involved with, “Comparison of Surgeries and Surgical Techniques: Primary Surgical Protocols and Secondary Bone Grafts in Unilateral Cleft Lip and Palate Patients at Lancaster Cleft Palate Clinic”. Tony’s project is “Bond failure: An In Vivo Comparison of Two Self-Etching Primer and Adhesive Systems”. In 2004-05, the current third year residents were also involved with a limited clinical study, “Palatal Canine Extrusion – A Clinical Comparison of Ballista Loops and Elastomeric Material”. A poster-board on this topic was presented at the 2005 AAO Annual Meeting in San Francisco under the category of the AAO/Dentsply Program. Mark Huls represented his fellow classmates. Regarding the forthcoming AAO Annual Meeting, Tony Pasquale was selected as Einstein’s representative to the Resident Clinician Scholars Program where he will present his clinical research findings.

Temple University
Dr. Orhan C. Tuncay, Professor & Chairman Dept. of Orthodontics
OTUNCAY@DENTAL.Temple.edu

The Department of Orthodontics at Temple had another good year. Conceptual plans to re-build the department were drawn and approved by the university. The capital campaign was launched off in the spring of 2005. So far, our progress to attract the necessary funds has been satisfactory. But we still have a significant amount left to raise. Temple has been good to all of us providing the lifestyle we all had asked for. Now it is the turn of alumni to show the strength of their commitment and interest. As the head of the Capital Campaign Committee, Dr. Albright had done an outstanding job, touching everyone. The Albrights are committing an exceedingly generous figure to the department. The completion of the new department is scheduled for 2008.

The publication record of the faculty, again, has been good this year. Meanwhile, the editorial office of the journal Orthodontics & Craniofacial Research will be transferred to the Netherlands. Dr. Tuncay has announced his decision to step down from the editorship nearly two years ago. Finally, a replacement was found. Prof. Anne-Marie Kuipers-Jagtman will be the new editor.

Dr. Nicozisis’ discovery of relaxin effects on tooth movement are now in the clinical trial stage. Also, this year Dr. Smaha has developed a system and software where the 3D animation work is only a click away. No longer interminable hours of rendition work are required. Earlier, Drs. Arcuri, Ahi, and Rothenberg had started work to understand facial expressions and their effect on the smile attractiveness. We will soon release the data from their work, as well as, current studies of smile enhancement.

In preparation for our new facility we now have a 3D camera. With one click all patients now have 3D facial photos. These images will be integrated with the cone-beam 3D data. We truly hope this technology will be routinely used on every patient for diagnostic and treatment planning purposes. Temple Orthodontics is the world leader in 3D imaging and animation.

Recently, Dr. Nicozisis joined the Angle Society and this year Dr. Kristin Albright Thiry along with Dr. Hyun-Duck Nah will follow the trend. Presence of Temple in the Angle Society has been noticeably strong.

At Temple we are committed to maintain our leadership role with the help of exceptionally talented residents and faculty.

University of Maryland
Stuart D. Josell, DMD, MDent Sc, Acting Chair, Department of Orthodontics Baltimore College of Dental Surgery University of Maryland Dental School University of Maryland, Baltimore - SJosell@umaryland.edu

The department plans its move into a new dental school and clinical facility by July of 2006. Plans included for the state-of-the-art facility include a larger clinical area and eventual conversion to a completely electronic patient record and 3-D conebeam imaging. The postgraduate program has increased the size of its incoming class to four. Congratulations to the Class of 2009 including Erik Higginbottom (University of Maryland), Daniel Hoffacker (University of Maryland), Lisa Blickley (University of Pennsylvania) and Philip Vahab (SUNY-Stonybrook). The department and the Association of the Alumni and Friends of the Orthodontic Program of the Baltimore College of Dental Surgery, Dental School, University of Maryland, Inc. is planning the alumni reception for the AAO Meeting in Las Vegas and the annual continuing education event in June 2006. Additional information will be forthcoming. Faculty member and MASO member Robert Scott was recently featured in The Hill, the publication of McDaniel College.

University of Medicine and Dentistry of New Jersey
New Jersey Dental School
Department of Orthodontics
Dr. Robert E. Binder, Professor and Interim Chair, Department of Orthodontics - binderre@umdnj.edu

Another Academic year has passed and the cycle continues, this year it seems to be based on the number four. Four postgraduate students completed the postdoctoral program on graduation day, May 25th and another four will commence on Tuesday July 5th, and four individuals will be joining the part time faculty or increasing their time commitment to the department.

On the most part, the four graduates will be returning to their home stomping grounds. Mark Bogdan, who received his dental training at the University of Maryland, will be joining his dad, Frank also an NJDS ortho graduate, in practice in Bayonne, New Jersey and Frank will be increasing his time teaching at NJDS. Fernando Duarte, a University of Florida graduate has returned to Miami, Florida. Frank “Drew” Lasley from the land of the Bean and the Cod and a BU grad has returned to Massachusetts to seek practice opportunities. Solidad Minera, from the University of Guatemala will be remaining in New Jersey for at least the next two years while her physician husband completes his training.

Our incoming crop of new students also hails from four different locales. David Caggiano an NJDS graduate has been in private dental practice for several years. The other three are recent dental school graduates; Corey Turk from Columbia University, Tania Saint-Amant from University of Pittsburgh and Irena
Dr. Stephen To Hao Tjoa Receives Kress Award!

Dr. Tjoa, a graduate of the University of Pennsylvania, was honored as the 2005 recipient of the 2005 William S. Kress Research Award presented during the Annual Session in Bermuda.

His thesis entitled “Toward Understanding Mechanisms underlying craniofacial phenotypes of Crouzon syndrome: Analysis of transgenic mice expressing the bone-targeted C278F (Crouzon-FGFR2 mutation)” received the highest score of all the entrees reviewed by the MASO Education and Research Committee. Dr. Tjoa joined us from Holland to receive the award.

The Kress Award is given yearly to the most outstanding Research Thesis by a graduate resident within MASO’s geographical area. To qualify, residents are to send their application to the MASO office.

Congratulations and best wishes to Dr. Tjoa for a successful future!

NJAO - Ahead of Its Time

PRO-ACTIVE STATE CONTINUES TO EDUCATE PUBLIC ON CHOOSING AN ORTHODONTIST

by Mr. Gene Krisukas, Marketing Consultant to the NJAO

Several years ago, the membership of the New Jersey Association of Orthodontists realized that competition from general dentists and other dental specialties were becoming a growing concern. The Association conducted its own focus groups which resulted in recognizing the need to educate the public to the benefits of having their orthodontic care administered by an orthodontic specialist. The findings concluded that children and adults wanted better smiles and straight teeth but many did not understand the difference between the specialist and the generalist.

Each year companies spend hundreds of millions of dollars on tooth whitening programs, tooth pastes and dental products, promoting the desire for a beautiful smile. Aggressive mass advertising campaigns for “high tech” alignment correcting appliances have become commonplace. Often the ads make no mention of which dental specialist might better serve the community.

Based on the NJAO focus group findings, a bold long range strategy was launched. Budgetary constraints, especially in an expensive media area, was the daunting task to be overcome to deliver the proper message. Initially, the program produced a brochure and accompanying advertising media. The early test campaign produced moderate results. It wasn’t until the launching of the NJAO website, which was capable of delivering a large amount of information to the public, that the program became both successful and economical. The Association’s educational message was being delivered to the public.

Driving the public to the website was the key. A unique advertising program was tested by running small news print ads with the phrase “Need Braces” and the NJAO web address. With economic responsibility, it was possible to flood the state with this message. Orthodontists…for a typical Google search, the NJAO ranking moved to the opening times when most parents make the decision to have their children and often themselves evaluated for orthodontic treatment.

The site has received nearly 17,000 hits since its inception. It also lists all NJAO members and gives them the option to place a link to their own website. This is a true win-win program.

As of this submission, by typing “New Jersey Orthodontists” into a search engine, the NJAO website was the first entry. The site has received nearly 17,000 hits since its inception. It also lists all NJAO members and gives them the option to place a link to their own website. This is a true win-win program.

This spring, the NJAO will bolster it’s advertising campaign with 60 second radio spots, all based on the “Need Braces” tag line and the message to visit their website.

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The members of the New Jersey Association of Orthodontists… “Proactive and Ahead of Their Time.”
Scenes From MASO’s 52nd Annual Session

The MASO Board members show you how to dress while in Bermuda (left to right) Drs. George Scott, Luis Toro Jr., Robert Williams, Mario Polo, Robert Binder, John Mariotti, Constance Greeley, and Steven Siegel.

Dr. Polo (right) presents a plaque to Dr. Mariotti, to honor him for his year of service as President.

Drs. Sterritt (left) & Solomon enjoy some social time with their wives in the exhibit hall.

Lifetime Achievement Award winner Dr. Ronald Gross (left) and Gerard A. Devlin Memorial Award winner Dr. Frank Krause.

Past President Dr. Mariotti gives a Special Recognition Award to Dr. Constance Greeley for her outstanding contributions to the MASO Annual Session.

Dr. Ron Gross enjoys the music and dancing during the Beach Party.
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MASO Journal
MIDDLE ATLANTIC SOCIETY
OF ORTHODONTISTS

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ATLANTIS, PARADISE ISLAND, BAHAMAS 2006
“Orthodontists in Paradise”
DETAILS INSIDE