

British Columbia Society of Orthodontists  
Agenda for Annual General Meeting, November 11, 2016  
Blue Water Café + Raw Bar

Members in attendance: Lucien Bellamy, Fred Cheung, Irene Cho, Isaac Tam, Trista Felty, Belinda Weltman, Ed Yen, Jordan Millar, Happy Ghag, Peter Luu, Kenneth Lam, Neville Jeanotte, Angelina Loo, Bernard Lim, Charity Siu, Laurene Yen, Daniel Ma, Tom Moonen, Peter Dueckman, Liat Gadassi, Bryan Hicks, Asef Karim, Sayeh Esani, Ben Pliska, Phillip Barer, Kevin Lee

- 1 Meeting Called to Order
- 2 Motion to adopt minutes of last meeting (September 26, 2016) without any revisions
- 3 Old Business:
  - 3.01 CAP Program Update
    - Google Adwords campaign
      - Began in January 2016
      - 2016 cost thus far: \$23,120.29 CAD and 2016 remaining: \$3,742.44 CAD
      - Called Athorn and Clark to review what adwords we have been running and to see what effect we are getting
      - I have typed in many search parameters and have yet to see an advertisement and have asked Athork and Clark what is happening and my understanding of their explanation is this:
        - BCSO Budget:
          - For Adwords it costs nothing to advertise.
          - Costs “money” to bid for a position and when someone clicks, then the money is collected.
          - So there is a threshold where you have to pay enough to be relevant.
          - Each day there is a total budget as well.
          - Once the advertisement has been clicked enough times, the budget will be used and the advertisement is taken away.
          - This is the reason to have a higher budget.
          - If the budget isn’t sufficient, then the campaign is irrelevant.
          - Our budget has been limited
        - Search Parameters
          - Search parameters have been based on province keywords vs specific cities for key words.
          - Ad will not show up when typing in Vancouver Orthodontist.
          - BC Orthodontist will.
          - Trying not to compete too locally as this will be much more expensive as the BCSO CAP would have to fund all of the cities being searched and other groups advertising are willing to pay move for a locally driven search.
          - Also, locals will show up higher due to local ip address of the site and willingness to pay more for a click.
          - Invisalign terms are very competitive and cost a lot too.
      - After searching for our BCSO advertisements I have seen our website rank #1 for the organic search.
      - Question then is: Do we really need google adwords if savvy searchers are searching and then clicking the real search results, not the paid for ones?
      - Reviewed how people are getting to the website:
        - For 2016:

- Organic search – 71.43%
  - Direct – 19.30%
  - Referral – 8.22%
  - Social media – 1.06%
- Net result is that we are getting 90% hits to our site from organic searches and directly typing in the URL.
- We will stop google adwords immediately.
- Should focus on education with our website
- Expand education and information
- Maintain an effective website with SEO and keep us on top of the organic searches
- Most interactions with the website are for the directory and that has been the goal
- 2017 Plans
  - Future campaigns with Athorn and Clark:
    - TV – NO
    - Adwords – NO
    - Facebook - Possibility
    - Other options – Need to discuss
    - Centrifuge media to help with guidance
    - 50% funded by AAO and mandated to work with
  - Future local campaigns
    - Centrifuge media
    - PGA of BC
    - Other media avenues in BC to educate and get our website out there
      - Radio, bus ads, etc

### 3.01 Canadian Dental Assistant Regulatory Authority (CDARA)

- Emailed Leslie Riva Senior Manager: CDA Certification and Quality Assurance with the CDSBC and have not heard back on list of recommended duties that CDA's were hoping to expand for portability to other provinces
- Will update as needed

## 4 New Business:

### 4.01 Strike up a committee for the BCSO marketing

- Large yearly budget (\$30-40K)
- Need to have stability to be efficient and to advance and learn from our mistakes
- Should have representation from around the province
- Would work with Centrifuge media

### 4.02 UBC Residents involvement

- All residents attend meetings would be nice
- Highlight importance of organization in orthodontics
- Costly for all residents to attend
- Some residents will not be practicing in Canada
- Could send residents meeting minutes to educate
- Could give residents access to website
- Could have residents come to one meeting in the evening outside of their clinic time
- Residents already do make an attempt to attend the AGM, but attendance is generally difficult due to the RCDC exam coinciding at the same time.

## 5 Committee Reports:

### 5.01 *Insurance: Report and vote for new representative:*

- BCSO is still looking for an insurance representative and **volunteers would be appreciated.**

### 5.02 *MSP-CP/MSSH: Dr. Paul Pockock / Dr. Angie Loo:*

- Records may be reimbursed when they are taken prior to treatment as per the MSP fee guide
- Until further notice, CBCT images can NOT be taken at BCCH, but privately through any outside imaging lab. I.e. Orbit Imaging or via Dr. Dorothy Sonya. Request for radiology reports may be made at that time. Fees will have to be paid by the orthodontist who billed for the records through MSP since "Radiographics imaging" is included in the fees paid by MSP. Until further notice, Dorothy may charge MSP for the radiology report but not the CBCT image.
- For images taken at Dorothy's office, call her office for a referral form to complete. You must state the field of view you need, and objective for taking the CBCT image. We assume the child can sit still for the CBCT image, otherwise, periapicals of the cleft site would do. For craniofacial patients (ex, hemifacial microsomia) the field of view may be increased to encompass the head, and therefore replace the need for a lateral and PA cephs.

### 5.03 *Orthodontic Module: Dr. Paul Witt:*

- No updates, info for UBC Orthodontic Module will be out soon.
- There has been no additional feedback so far from the College in regard to the DA Consortium Recommendations For Expanded Activities. Leslie Riva, Senior Manager CDA Certification and Quality Assurance at the CDSBC has advised that before changes can happen the College would request feed back from all stake holders. There will be another opportunity for the BCSO to make recommendations

### 5.04 *Dental Specialists Society: Dr. Asef Karim:*

- Dr. Lun Wang will be the orthodontic speaker for the DSSBC at the PDC in 2017.

### 5.05 *CAO: Dr. Jay Philippon:*

- No updates at this time

### 5.06 *PCSO: Dr. Trista Felty:*

- PCSO annual session in Seattle, largest attended in the past 10 years (1530 attendees)
- Thank you to several BC orthodontists for helping make the annual session a success
  1. Dr. Lesley Williams served as Chair
  2. Dr. Francine Lo was Local Events Chair.
  3. Dr. Bryan Hicks finished his term as PCSO president.
- Next PCSO meeting: bi-annual Spring Training Session in Socttsdale, Arizona, March 2-4, 2017
- Next Annual Meeting: Reno, Nevada, October 11-15, 2017
- PCSO continues to work on 3 critical issues:

1. Pilot program, Resident Financial Literacy Program, being rolled out to AAO residency programs
2. Effective Board Meetings and Member Communications: Critical issue has been met and a new issue will be set in March to work on
3. Orthodontic Staff Competency: PCSO working to develop materials aimed at staff recruitment and training, and to use the PCSO site as a resource for orthodontists.

5.07 *Treasurers Report Dr. Frederick Cheung:*

- TD Bank: \$35,356.55
- Paypal: \$45,968.50
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5.08 *BCSO Website Report: Dr. Will Chow:*

- No updates at this time.

5.09 *WFO: Dr. Amanda Maplethorp:*

- At recent conference call the WFO declared May 15 World Orthodontic Health Day. May 15, 1995 was the signing of the WFO Charter in San Francisco so this day marks the anniversary.
- Website for 9<sup>th</sup> IOC opened Nov 14, 2016.
- <http://www.wfo2020yokohama.org>
- Applications for the WFO must be signed by the CAO President and are available at [www.wfo.org/membership/application-forms-and-membership-classifications/](http://www.wfo.org/membership/application-forms-and-membership-classifications/)

5.10 *Mentorship Program: Lun Wang / Jordan Millar:*

- 6 new licensed orthodontists
  - Alison Stefanuto (Registered as new member BCSO)
  - Irene Cho (Registered as new member BCSO)
  - Jonathan Paxon
  - Morse Eric Stonecypher (Registered as new member BCSO)
  - Charlene Tai
  - Liat Tzur Gadassi (Registered as new member BCSO)
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5.11 *UBC Report: Dr. Ed Yen:*

- Major changes in undergraduate orthodontic program: a) elimination of patient treatment clinics, b) focus on case diagnosis and referral seminars, c) screen session to develop strategies for initial treatment or referral strategies.
- New full time faculty member, Dr. Sid Vora (MSc Orthodontics grad from University of Washington and PhD from Boston University)
- Graduating Class November 2016
  - Abdulkadir Bukhari (continuing with PhD before returning to Saudi Arabia)
  - Carly Dool (joined private practice in Sault Ste. Marie, Ontario)
  - Travis Gibson (enrolled in Craniofacial Fellowship program at NYU)
  - Jonathan Paxon (joined private practice in Comox)
  - Liat Tzur-Gadassi (DSATP completed and passed all RCDC examinations)
- Kevin Lee has completed ABO oral exams and now is a Diplomate. His two other class mates will take the oral exams in 2017.

- UBC Orthodontics Symposium, Monday March 20 to Friday March 24 Kohala Coast north of Kona, Hawaii (Big Island)
  - Guest speakers include Junji Sugawara (topic on “surgery first” for combined orthognathic surgery-orthodontic cases) plus local speakers
  - Morning lectures
  - Same time as March Break

6 Tentative dates and venues for 2016-17

- Thursday March 9, 2017, in conjunction with the Pacific Dental Conference weekend
  - Hawksworth
- Friday June 9, 2017, AGM and golf tournament, UBC Golf Club

Motion to adjourn