

### CAO ACTIVITIES 2017 - 2018

- **Proposed Federal Tax Changes** - engagement of political officials, member awareness and education
- **Non-Insured Health Benefits** - providing input regarding updating the administration of orthodontic benefits
- **GST / HST** - continued dialogue with the CDA and the CRA regarding rulings and administration of input tax credits
- **Invisalign** - communications with Invisalign challenging their communication and promotional practices along with their evolving business model
- **Insurance** - continuing initiative to establish a single code that applies to specialist orthodontic care for electronic preauthorization and fee submissions
- **Direct to Consumer Orthodontic Care** - communicating with US colleagues and informing Canadian stake holders
- **Consumer Awareness Campaign**
- **Annual Scientific Session**



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### NON INSURED HEALTH BENEFITS (NIHB)

The system for adjudication and approval of orthodontic treatment funding for indigenous people is inconsistent, lacking in scope and outdated.

NIHB is aware of the need to improve the provision of orthodontic treatment to it's clients. They have reached out to the CAO and requested that we assist in improving the pre-approval process.

The CAO has agreed to participate as a consultant in the process and a dialogue has been initiated.

NIHB has developed and proposed new criteria for approval of orthodontic treatment for First Nations and Inuit clients. The CAO has not endorsed the change but sees it as a step in right direction. Discussions regarding the approval program and criteria will continue.



### Consumer Program

September 2017 - launch of the first Canadian-centric Consumer Awareness Campaign , building "Brand Awareness" and establishing the Orthodontist as the source for orthodontic information and treatment.

- Web based, 100% digital, ads directed at target audience searching for orthodontic information online, all enquires logged and tracked
- Ads drive consumer to website for information and search
- Theme for this first phase was "Trust an Orthodontist"
- Message was definitely edgy and subject to different interpretations, we started a conversation that was not occurring with DRA's, CDA etc.
- Strongest resistance was from organizations involved in GP orthodontics
- Metrics were strong



## Consumer Program – New Website & Logo

Website is now consumer facing with a link to the member section



New website style and layout scored highly with members and users alike



Members can track how many times their name has been searched when they login to the Members Only Section



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## Consumer Program

Digital media is agile and dynamic – easily modified and added to, addressing current topics in orthodontics

2018 moves from "Trust an Expert" into new phase: "Ask an Expert"

- Blog-based and informative
- Blog material will demonstrate the expertise of our membership, upcoming member e-blast will look for content ideas and contributions from members

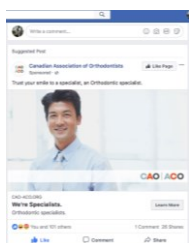


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## Consumer Program

Examples of the Current early 2018 Program: Ask An Expert

Facebook Ad in Action

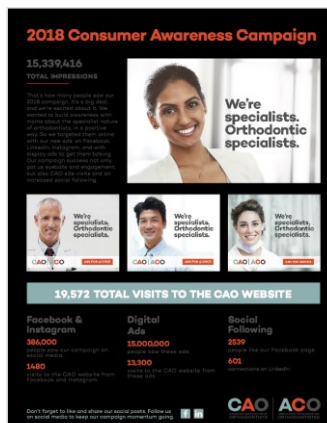


Ad Click Landing Page



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Instagram Ad in Action



## Direct to Consumer Orthodontics

- Smile Direct Club, CandiCo, Smielove, SnapCorrect, Orthly etc.
- AAO response
- US State Dental Boards
- SDC response
- CAO strategy
  - membership organizations
  - Health Canada
  - dental regulators
  - malpractice insurers



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## Direct to Consumer Orthodontics

Key Talking Points:

- Terminology is important this is not a "product", it is a "treatment"
- Be careful what you say and who you say it to
- Constitutes illegal practice of dentistry as there is no orthodontist diagnosing or treating the patient
- There is no assessment of the individuals dental health prior to treatment being rendered
- Legal consent for treatment is not being obtained as informed consent can only be obtained by the treating doctor
- There is no doctor of record to take responsibility in a circumstance of malpractice



## Annual Scientific Session

The CAO board recognized that the Annual Scientific session needed to change to appeal to the diverse interests of the Canadian orthodontic community:

- **New locations:** big and small cities, different hotel chains – by 2022, we will have been to ALL provinces in Canada
- **Stronger Educational Content:** a scientific committee working over 2 years in advance to secure interesting and leading edge speakers, instead of using company stables
- **Promoting Networking:** offering events that bring people together, and are fun and energized, opportunity to socialize and build relationships
- **Listening to Members:** member feedback is important, including dates, location and content
- **Changing Funding:** no more transfer fee from membership – conference will become self-sustaining through conference income



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## Annual Scientific Session

*The Challenge:* Offer a first-class scientific session, while being prudent with members time and money

	Doc	Aux	Exh	TOTAL	Sponsorship	Budget	Cost PP	Profit/Loss
2017-Toronto	307	484	125	916	\$ 131,500.00	\$ 491,011.00	\$ 536.04	-\$1,693.00
2016-Charlottetown	181	200	96	477	\$ 124,000.00	\$ 359,062.00	\$ 752.75	-\$ 61,455.00
2015-Victoria	184	178	110	472	\$ 127,500.00	\$ 355,344.00	\$ 752.85	\$ 46,391.00
2014-Montreal	274	292	98	664	\$ 128,500.00	\$ 380,905.00	\$ 573.65	\$ 5,614.00
2013-Banff	221	229	96	546	\$ 95,500.00	\$ 319,968.00	\$ 586.02	-\$ 14,668.00
2012-Ottawa	221	198	99	518	\$ 62,000.00	\$ 285,027.00	\$ 550.25	\$ 19,007.00
2011-Halifax	139	142	76	357	\$ 48,500.00	\$ 220,404.00	\$ 617.38	-\$ 13,459.00
2009-Kelowna	225	278	105	608	\$ 51,500.00	\$ 317,877.00	\$ 522.82	\$ 27,932.00
2008-Winnipeg	169	165	69	403	\$ 47,100.00	\$ 226,081.00	\$ 561.00	\$ 9,644.00
2007-St. John's	165	181	67	413	\$ 39,700.00	\$ 214,290.00	\$ 518.86	\$ 32,230.00
<b>TOTAL</b>						<b>\$ 3,169,969.00</b>	<b>\$ 597.16</b>	<b>\$ 49,543.00</b>

Times have changed, and so has the Scientific Session. If you haven't attended lately, now is the time to check it out!



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## Upcoming Annual Scientific Sessions

- **2018:** Sept. 6-8, **Vancouver, BC** @ Westin Bayshore Hotel
- **2019:** Sept. 19-21, **Fredericton, NB** @ Delta Fredericton & Convention Ctr.
- **2020:** Sept. 24-26, **Kelowna, BC** @ Delta Grand Okanagan Resort
- **2021:** Sept. 23-25, **Quebec City, QC** @ Fairmont Chateau Frontenac, Hilton Quebec Hotel & Convention Centre
- **2022:** Sept 15-17, **Saskatoon, SK** @ Delta Bessborough Hotel & TCU Place



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