



MISSION	<p>To advance our members success through education, advocacy, and research that drive excellence in patient care.</p>				
VISION	<p>All orthodontic care is provided by qualified specialists who successfully address patient needs.</p>				
CORE VALUES	<p>Our members come first</p>	<p>We are inclusive</p>	<p>We are data-driven</p>	<p>We seek active engagement</p>	<p>We are ethical</p>
GOALS AND OBJECTIVES	<p>PROMOTE AND DEFEND OUR SPECIALTY</p>	<ol style="list-style-type: none"> 1. Positively differentiate the profession by increasing consumer awareness of the value of specialized orthodontic care 2. Mobilize AAO members to actively engage in AAO’s advocacy efforts to address practice encroachment and other legislative and policy priorities 3. Ensure that orthodontists benefit from the highest standards of professional ethics and education 			
	<p>ENGAGE AND DELIGHT OUR MEMBERS</p>	<ol style="list-style-type: none"> 4. Leverage emerging technologies and data analytics to maximize member awareness and participation 5. Develop and disseminate resources that address members’ professional needs across the career spectrum 			
	<p>DRIVE TRANSFORMATION AND INNOVATION</p>	<ol style="list-style-type: none"> 6. Advance promising practice modalities, business and ownership models, and talent management strategies that empower members to thrive 7. Explore partnerships and collaborations that can add scale and speed to advancing the success of AAO members 			
STRATEGIC INITIATIVES	<p>Public and Member Communications</p>		<p>Advocacy and Unity</p>	<p>Discovery and Innovation</p>	

Strategic Initiatives

These initiatives reflect how the strategic plan will be executed, and this work is expected to begin on June 1 with the next fiscal year (FY 2018-19). Councils, committees and staff will continue to explore how to execute and most effectively launch and communicate the direction and desired impact of the plan.

Public & Member Communications

A. Consumer Marketing

1. Develop messaging to help differentiate the specialty and stimulate demand for orthodontic services performed by orthodontists.
2. Augment current digital marketing efforts and pursue new approaches that will increase our national consumer marketing presence.

Measurement

1. Increase traffic to the consumer website by measuring monthly and year-over-year tracking of standard metrics such as number of visits.

B. Membership Marketing

1. Build and reinforce awareness of the AAO's member value proposition by enhancing member marketing messages and channels.
2. Strengthen the membership value proposition by evaluating and optimizing membership dues pricing.

Measurement

1. Increase member awareness of specialty differentiation messages related to the consumer awareness campaign as measured by periodic email and online polling.
2. Increase members' perception of AAO value as measured by an ongoing assessment.
3. Increase the number of active members through recruitment, retention, and student conversion.

Discovery & Innovation

A. Practice Management

1. Research, evaluate, and disseminate resources on emerging models in practice management, education and technology to expand member knowledge and application of promising approaches being employed in the specialty.
2. Facilitate innovation by creating potential strategic alliances and partnerships.

Measurement

1. Successful development and launch of a "Shark Tank" type event at the 2018 Annual Session, if possible, and no later than 2019 if necessary.

B. Education

1. Innovate in education by designing CE offerings of relevance to members' professional development needs across their career spectrum.

Measurement

1. Increase member awareness and satisfaction by developing an updated practice management business education course as measured by regular assessments.

Advocacy & Unity

A. Legislative & Regulatory Initiatives

1. Unite and mobilize members by effectively communicating the AAO's advocacy efforts to members by articulating key policy priorities.
2. Promote legislation and regulations that benefit orthodontists and patients.
3. Support components with legal and lobbying support on initiatives that advance the profession.

Measurement

1. Increase annual contributions to the AAOPAC.
2. Increase awareness and confidence among members in the AAO's ability to influence regulations and legislation as measured by regular pulse surveys.
3. Success on priority policy issues at the state level as measured through advocacy "report cards."