ADA Liaison Committee

Charge
Enhance collaboration with AAP members who are delegates or alternates to the ADA House of Delegates, on ADA councils or commissions.

General Duties
- Encourage Academy members with expertise to serve on ADA councils and commissions.
- Encourage Academy members to serve in ADA leadership roles.
- Explore opportunities to maximize the efforts of periodontists who serve as delegates and alternate delegates to the ADA.
- Based on the strategic plan, identify opportunities and develop an action plan to collaborate with AAP members who are active in the ADA to achieve AAP objectives.
- Evaluate effectiveness of ADA liaison activities to determine the short- and long-term strategic value of those efforts in terms of advocacy for the specialty and investment of Academy resources.

Specific Duties
- Review resolutions proposed to the ADA House of Delegates for implications for periodontics and AAP members.
- Advise the AAP Board of Trustees of collaborative efforts.
- Attend ADA Annual Session.

Accomplishments
- Continued to represent the Academy at ADA Annual Session through a delegation that included the AAP officers and trustees.
- Conducted a training session for AAP trustees attending the ADA Annual Session.
- Identified ADA House of Delegates resolutions of interest to the Academy.
- Hosted a breakfast meeting for Academy members who serve as delegates or alternate delegates to the ADA House of Delegates to review issues affecting periodontics.
- Hosted the Academy's reception at the ADA Annual Session.
Advertising Advisory Workgroup

Charge
Review marketing claims on advertisements for new products or from new companies submitted for AAP publications and advise whether the ads are acceptable for publication. Ensure advertising claims are aligned with the AAP’s Advertising Standards, and review required substantiation data prior to acceptance and publication.

General Duties
- Review marketing claims on new ads for new products and new companies.
- Advise staff on their acceptability of the ads for AAP publication (electronic and print).

Specific Duties
- Review marketing claims on new advertisements for new products and new companies submitted for AAP publications.
- Identify potentially problematic claims that require substantiation and communicate these concerns to staff, who will advise advertiser.
- Review supportive documentation submitted by advertisers, as required, determining whether claims are adequately substantiated.
- Accept or reject advertisements based on Advertising Standards and supportive documentation provided and provide detailed objections that staff can communicate to advertiser.
- Provide e-mail response on advertisements and supportive data within one week of receipt.
- Propose revisions to Advertising Standards, as appropriate, for review by legal counsel and Board of Trustees.

Accomplishments
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Anesthesia Committee

**Charge**
Monitor sedation activities at the state and national level to determine impact on training programs, periodontists and the AAP.

**General Duties**
- Monitor sedation activities at the state and national level.

**Specific Duties**
- Do an environmental scan on issues related to sedation as they affect periodontists and the AAP.
- Consider recommendations related to training periodontists in performing sedation.
- Assist in updating Accreditation Standards for Advanced Programs in Periodontics to reflect current and anticipated training needs for sedation.

**Accomplishments**
- Monitored sedation issues across the county.
- Planned and conducted Managing Sedation Complications part II that was offered at the 2014 Annual Meeting
Continuing Education Oversight Committee

Charge
Review all elements of the Annual Meeting. Develop and evaluate continuing education for periodontists on the most appropriate periodontal diagnostic techniques, therapeutics and practice management information.

General Duties
- Develop and evaluate Academy sponsored programs that provide continuing education for periodontists on the full scope of the specialty.
- Develop and evaluate online continuing education courses for AAP members.
- Identify educational opportunities for dental staff at Academy-sponsored meetings.
- Monitor and evaluate the AAP recommended speakers list, recommending revisions to the list and to the targeted organizations.
- Review all elements of the Annual Meeting.

Specific Duties
- Develop Annual Meeting educational program.
- Advise the Board of Trustees of collaborative efforts on conferences with other organizations.
- Maintain AAP speakers list for use in requests by other organizations.
- Review the finances for the spring meeting and determine how to arrive at a break-even net.

Accomplishments
- Developed the 2015 Spring Conference and Annual Meeting programs.
- Recommended the reinstitution of a Task Force to Review the Annual Meeting and Spring Conference.
- Brought the Dental Hygiene Symposium back under Academy purview.
Editorial Liaison Committee

Charge
Meet with the *Journal of Periodontology* Editor to review matters related to publication of the *Journal*, e.g., production needs, financial goals, timeliness, etc. Monitor budget, implementation of online case report *Journal*.

General Duties
- Work collaboratively with Editor to assure that the *Journal of Periodontology* is the premier journal in periodontics.
- Work collaboratively with the Editor to assure that the *Journal of Periodontology* and online case report *Journal* maintain fiscally sound policies and procedures.

Specific Duties
- With Editor, review plans for changes in *Journal of Periodontology* rates.
- Review reports on *Journal of Periodontology* readership, manuscript submission to print time estimates, issue volume, and related areas.
- With Editor, review plans and budget for online case report *Journal*.

Accomplishments
- Met via conference call on March 10, 2014.
- Discussed and monitored production of *Journal of Periodontology* (JOP) and *Clinical Advances in Periodontics* (CAP), including JOP backlog and AAP Centennial Commentaries.
- Discussed organizing committee's plans for publishing proceedings from the 2014 Regeneration Workshop (JOP: systematic reviews and consensus reports; CAP: practical applications papers).
- Directed AAP staff to recognize in *Periospectives* those periodontal residency programs that have contributed content to CAP to date, and suggested contacting all postdoctoral programs to solicit additional clinical content for CAP.
Education Committee

**Charge**
Ensure that periodontal programs provide training to clinical competency in the full scope of the specialty.

**General Duties**
- Oversee issues identified by the Predoctoral Periodontal Program Directors organization.
- Oversee issues identified by the Postdoctoral Periodontal Program Directors organization.
- Generate interesting postdoctoral periodontal programs among predoctoral students.
- Ensure that postdoctoral programs provide training in current periodontal diagnostic techniques and therapeutics.
- Review and revise the accreditation standards as necessary to ensure that programs provide training to clinical competency in the full scope of the specialty.
- Monitor and participate in Commission on Dental Accreditation (CODA) activities to ensure that educational standards reflect, and postdoctoral periodontal programs provide, training in the full scope of the specialty.

**Specific Duties**
- Plan predoctoral and postdoctoral workshop session on topics that are relevant to educators.
- Select recipients for the Outstanding Periodontal Educator Award.
- Attend meetings of the American Dental Education Association.
- Review policy on Periodontal Examinations for Initial Licensure and as necessary, recommend revisions.
- Implement peri Special Interest Group (SIG) for dental students.
- Refine proposal for an educators retreat - include, but not limited to, development of a specific program with goals.

**Accomplishments**
- Reached out to over 600 dental students at the 2014 American Student Dental Association (ASDA) Annual Meeting in Anaheim, California and the 2014 ASDA National Leadership Conference in Chicago. At the Academy’s exhibit booth, Academy Staff and Residents from the University of Southern California and the University of Illinois at Chicago, respectively, gained the interest of dental students by discussing various career choices in periodontics, explaining surgical and non-surgical procedures, residency programs, and how the Academy promotes periodontics research, provides continuing education to periodontists and assists in private practice management and promotion.
- Periodontal career information was provided to dental students and pre-dental students through the Academy’s Lunch ‘n Learn program. Periodontics residents and practitioners presented information to over 1,000 students at 17 dental schools throughout the school year.
- Attended the American Dental Education Association (ADEA) 2014 Annual Session in San Antonio, California and networked with dental school deans at the Dean’s Reception. Attended educational seminars relating to issues affecting periodontal education and discussed and developed solutions and next steps to address periodontal education concerns.
- Published the online Periodontal Literature Review (PLR) and marketed to periodontics residents for use in studying for the 2014 In-Service Examination. Created a roll-out marketing plan and began the creation of an online comment/suggestion form for AAP members.
- Chose the recipient for the AAP Academy Outstanding Educator Award.
- Coordinated the AAP educator and student award programs for participating dental schools.
- Developed, organized and executed the Predoctoral Educators Workshop, “Faculty Calibration as Essential for the Future of Periodontal Education” at the 2014 AAP Annual Meeting. The workshop focused on evaluating methods of calibration and their usefulness in predoctoral didactic and clinical instruction,
creating methods to emphasize the importance of faculty calibration to student learning, student performance, and patient care outcomes for periodontal education and developing best practices for calibration in periodontal educational settings. Over 100 educators attended the workshop and were eligible for continuing education credits.

- Developed, organized and executed the Postdoctoral Educators Workshop, “Selecting Our Residents in the Pass/Fail Environment” at the 2014 AAP Annual Meeting. Over 100 attendees were eligible for continuing education credits at the workshop which was intended to assist attendees in selecting future periodontics residents. Attendees learned to evaluate recommendation letters, assess candidates from pass/fail dental schools as well as explain the benefit of using the American Dental Education Association’s Personal Potential Index to assess applicant’s potential for success in an advanced dental education program.
- Produced and evaluated the 2014 Postdoctoral Admissions Survey and Profile of Entering Students in order to maintain a historical record of periodontal residency admissions activities and student backgrounds.
- Developed changes to the postdoctoral recruitment guidelines based on program director feedback to help promote fair recruitment practices for both students and program directors.
- Created a strategic plan for the Predoctoral Directors Organization, identifying goals and tactics to advance the specialty, including faculty calibration and training, improvement of the understanding of periodontal diagnosis, evidence based dentistry, and promoting the importance of periodontics to the general public.
- Began process of highlighting part-time and volunteer educators at dental schools to promote their importance in dental schools, especially those without periodontal residency programs.
Election Oversight Committee

**Charge**
The Election Oversight Committee (EOC) reviews the content of candidates' messages to members, to assure that they follow the election guidelines.

**General Duties**
- To review the content of candidate communications to members, to assure compliance with election guidelines.

**Specific Duties**
- Review all candidates’ letters and e-mail messages to AAP voting members.
- Deliberate on whether a violation of election campaign protocol has occurred, and recommend action to the AAP Executive Committee.
- Provide counsel to candidates on the election guidelines and communications to members.

**Accomplishments**
- Addressed questions from candidates about the election campaign protocol.
- Reviewed candidate messages to members.
Executive Committee

**Charge**
Exercise the power and authority of the Board of Trustees between meetings of the Board of Trustees when the chair determines that such action is essential to the management of the Academy.

**General Duties**
- Troubleshoot committee and other appointed bodies’ performance.
- Monitor strategic and operating plan implementation.
- Day-to-day advice and counsel to the Executive Director.
- Executive Director contract/compensation negotiation and performance evaluation subject to Board of Trustees approval.
- Oversee and participate in building external relationships.
- Public appearances as spokespersons.
- Trustees may be “observers” on Executive Committee conference calls.

**Specific Duties**
- Participate as needed on committees or task forces (e.g., ADA Liaison Committee).

**Accomplishments**
- Convened bi-monthly by conference call to conduct Academy business. Actions were reported to and ratified by the Board of Trustees.
- Completed email ballots as necessary. Actions were reported to and ratified by the Board of Trustees.
- Developed consent and action agendas to assure coverage of strategic issues at Board of Trustees meetings.
- Convened prior to the winter, spring and summer Board of Trustees meetings to review BOT meeting agendas.
- Conducted the Executive Director performance review with a report and recommendations to the Board of Trustees.
- Conducted a Planning Meeting in the fourth quarter of 2013 to review strategic priorities and provide guidance on initiatives as necessary.
- Worked with the AAP’s ADA Liaison Committee to review resolutions to the ADA House of Delegates, and determine those of interest to the AAP.
- Identified AAP representatives to other organizations, approved funding as needed, and acted on items referred to the Executive Committee by the Board.
Finance Committee

Charge
The Finance Committee's purpose is to develop financial policy for Board of Trustees approval, oversee financial outcomes and recommend remedial action for Board of Trustees consideration and advise the Board of Trustees regarding corporate risk management.

General Duties
- Financial policy crafting and financial performance/outcomes oversight, in accordance with generally accepted accounting principles and applicable laws and regulations.
  - Conduct periodic reviews to evaluate financial risks and assess financial status and performance.
  - Recommend adjustments to financial policies for Board of Trustees approval including those for reserves, investments, reimbursements and financial goals.
  - Review proposed annual operating plan for the coming year. Ensure it complies with strategic plan priorities and financial policies. Recommend a final plan/budget to the Board of Trustees.
  - Oversee budget performance and make budget adjustment recommendations for Board of Trustees approval.
  - Review agreements and fee structures for contracted services (legal, audit, consultants, etc.)

Audit Specific Duties
- Interact with independent auditors, Executive Director and Chief Financial Officer to develop and oversee financial and operating controls.
- Develop and recommend financial and operational oversight procedures, controls and reporting systems for Board of Trustees approval, including independent audit criteria, automated and manual record keeping systems, firewalls and internal oversight processes.
- Monitor to ensure compliance with established controls.

Accomplishments
- Reviewed the Academy's investments with an investment advisor to assure that investments were in compliance with the investment policy.
- Reviewed the annual audit, which was provided to the Board of Trustees.
- Monitored adherence to the 2014 budget.
- Developed the 2015 budget for review by the Board of Trustees and approval by the General Assembly.
In-Service Examination Committee

Charge
Construct and validate the AAP’s in-service examination. The exam is used by postdoctoral periodontal programs to assess students’ comprehension of material that is taught. It also is used by members as a study aid for the American Board of Periodontology certifying exam.

General Duties
- Evaluate and revise the in-service examination as necessary to ensure that it includes current periodontal diagnostic techniques and therapies.
- Monitor the online discussion of terms, at least annually, and determine, based on volume, the nature of comments and the need for an update.

Specific Duties
- Attend training session as requested.
- Collaborate with workgroup members on test construction and validation.
- Monitor use by postdoctoral periodontal programs and candidates for American Board of Periodontology certification.
- Monitor the online discussion of terms, at least annually, and determine, based on volume, the nature of comments and the need for an update.

Accomplishments
- Constructed and validated the 2014 In-Service Examination, administered by postdoctoral periodontal programs.
- 58 out of 60 schools administered the exam in closed-book format, an increase of 3%. The final, overall summary included examination results for 488 students (149 first-year students, 177 second-year students and 152 third-year students).
- Evaluated and submitted In-Service Examination results to each participating postdoctoral periodontal program, including highlighting those questions that are fundamental of periodontal practice.
- Modified the exam, reducing or increasing the quantity of questions and creating entirely new sections, depending on research trends.
- Continued to increase the number of visual aids and case study questions in exam to enhance the real-life scenarios residents may come across in practice.
- Identified additional guidelines to assist in determining if a question should be included in the exam.
- Added pharmaceutical brand and generic names to the exam and resource list for student use.
- Added to the exam and resource list those acronyms that are used more frequently in practice and deleted those acronyms that have declined in use.
- Increased use of technology by adding exam questions that were developed from articles published in e-journals.
Leadership Development and Qualifications Committee

**Charge**
The Leadership Development and Qualifications Committee (LDQC) is responsible for developing and identifying a diverse pool of qualified members who can serve in the Academy's leadership structure. Nominees for district trustees are screened by district nominating committees, and are exempt from this process.

**General Duties**
- Oversee volunteer award processes as approved by the Board of Trustees.
- Mentor potential and active governance participants to encourage and build leadership skills.
- Serve as a governance/leadership ethics committee as needed; powers limited to fact finding and recommendations to the Board of Trustees.
- Develop leadership training.

**Specific Duties**
- Recommend diverse applicants who meet Board of Trustees approved skill, knowledge and experience requirements.
  - Issue an annual call for volunteers, identifying positions available in the coming year.
  - Receive and screen applicants from a variety of sources:
    - Self-applicant by any eligible AAP member.
    - Recommended by another member in good standing.
    - District recommendation.
    - State/Regional Assembly recommendation.
    - Board of Trustees recommendation.
    - Committee recommendation.
- Receive applications and screen applicants, using qualifications criteria established by the Board of Trustees, to validate that applicants meet the qualifications requirements.
- Present names and relevant information about qualified individuals to the President Elect.
- Recommend award criteria and recommend volunteer achievement award recipients for Board of Trustees approval.
- Mentor potential and active governance participants to encourage and build leadership skills.
- Mentor and coach to resolve work-performance, ethics and behavior problems.
- Develop programs to build leadership skills in volunteers.

**Accomplishments**
- Recommended award recipients to Board of Trustees.
- Reviewed volunteer applications and recommended appointments to AAP committees.
- Transmitted names of members interested in volunteering to state/regional societies, the AAP Foundation and maintained names in AAP's database for AAP volunteer opportunities.
- Promoted volunteer opportunities at the Annual Meeting through speaking at district forums.
Membership Advisory Committee

**Charge**
Advise on the Academy's membership strategy, including considering the needs and interests of all members.

**General Duties**
- Advise the Board of Trustees regarding strategies that promote membership growth, retention and value.
- Develop a comprehensive new periodontist strategy and an international member strategy.
- Investigate expanding membership categories and develop business plan for creating new membership opportunities, e.g. dental hygiene members.

**Specific Duties**
- Evaluate available data and assess changing demographics, practice models and emerging business conditions.
- Consider future economic, practice and societal trends that will exert influence on members.
- Recommend strategies that will enhance the value of membership and support the full diversity of AAP’s constituency.
- Recommend establishment of task forces for in-depth exploration of specific issues and needs.
- Designate one Active committee member/board liaison to gather information about the needs of international members in countries with a significant member population.
- Designate one Active committee member to gather information about the needs of student members.

**Accomplishments**
- Convened a conference call on 7/7/2014.
- Delivered short presentation to Board of Trustees at their August 2014 meeting.
- Agreed to focus initial efforts on new periodontists and international members/prospects.
- Scheduled face-to-face meeting at Annual Meeting in September 2014.
Nominating Committee for the
American Board of Periodontology

Charge
Select candidates for open Director position(s) on the American Board of Periodontology.

General Duties
• Nominate candidates for open Director position(s) on the American Board of Periodontology.

Accomplishments
• The committee nominated 2015 election candidates for open Director positions on the American Board of Periodontology that will become vacant in November 2015.
Organizing Committee for Periodontal Regeneration and Tissue Engineering Workshop

**Charge**
Plan a state-of-the-science invitational consensus workshop on periodontal regeneration and tissue engineering that will summarize the existing literature in the field, evaluate clinical applications of the science and identify priorities for future research.

**General Duties**
- To plan a 2 ½ day invitational consensus workshop on periodontal regeneration and tissue engineering to be conducted in 2014.

**Specific Duties**
- Plan the 2 ½ day consensus workshop involving approximately 45 renowned experts in regeneration and tissue engineering, including the Organizing Committee, five Academy officers and five AAP staff.
  - Identify workshop topics and questions to be addressed.
  - Identify and invite reviewers to conduct evidence-based reviews on each topic.
  - Identify and invite US and international experts on regeneration and tissue engineering and assign them to workgroups by topic. Participants will include the approximate mix of researchers and clinicians to effectively address the topics.
- Conduct the workshop.
  - Serve as group leaders and facilitators to implement the workshop.
- Oversee the publication of the proceedings.

**Accomplishments**
- Finalized the workshop format and program.
- Peer reviewed the pre-workshop systematic reviews.
- Met with working group chairs to finalize the scope and expectations of the workshop.
- Hosted the 2 ½ day workshop in Chicago.
- Oversaw the peer review and publication of the proceedings.
**Oversight Committee on Peri-Implantitis Strategy**

**Charge**
Oversee the development of a strategy for taking a leadership position with peri-implantitis and the planning, implementation and integration of that strategy including how to incorporate diagnosis and treatment of peri-implantitis into the science, practice, education and advocacy functions of the Academy. Oversight of developing appropriate strategies to increase awareness of the broader dental community about the importance of diagnosis and treatment, with authority to recommend subgroups, committees or task forces, to implement and integrate key components of the overall strategy.

**General Duties**
- Oversee developing a strategy for incorporating diagnosis and treatment of peri-implantitis into the science, practice and education of periodontology, including planning, implementation and integration.
- Develop a strategy and recommend the appropriate group(s) to implement and integrate strategies that increase awareness of the broader dental community about the importance of diagnosis and treatment.
- Consider the optimal strategy for establishing treatment recommendations on peri-implantitis, including analyzing the pros/cons of hosting a thought leader state-of-the-science conference, consensus conference or world workshop on peri-implantitis, with a recommendation to the AAP Board of Trustees.

**Accomplishments**
- Developed a three-phase, multi-year peri-implant disease strategy that applies the current science to create diagnostic and preventative resources for dental professionals.
Patient Benefits and Advisory Committee

**Charge**
Provides input and advice on matters related to third party reimbursement for periodontal diagnosis and treatment.

**General Duties**
- Recommend adoption of appropriate codes to benefit periodontal diagnosis and treatment.
- Correspond and meet with dental directors, consultants, benefit purchasers, dental plan designers and others to advocate benefits for patients’ periodontal treatment.
- Assist members in resolving reimbursement problems.

**Specific Duties**
- Propose code descriptions, revisions to ADA Code Maintenance Committee (CMC).
- Plan biennial meeting of dental consultants to review benefits related to periodontal treatment.
- Attend benefit directors meeting and identify speakers as requested.
- Monitor SNODENT and diagnostic codes, and reimbursement issues related to healthcare reform.

**Accomplishments**
- The committee oversaw third party assistance to members provided by the Clinical Affairs Manager and AAP Insurance Consultant.
- AAP Insurance Consultant attended American Association of Dental Consultants Meeting (AADC) in Albuquerque, New Mexico.
- The committee submitted six code proposal recommendations to the ADA for CDT 2016, which will be voted on at their meeting in March 2015.
Practice Management and Marketing Committee

**Charge**
Identify member needs for practice management and marketing.

**General Duties**
- Identify periodontal practice needs in regards to business management and marketing using member survey assessments, strategic plan priorities and other relevant data.
- Recommend potential programs, services or resources to meet member practice and marketing needs.
- Identify audience for which programs, services or resources should be defined (i.e., periodontist, referring dentist, hygienist, patient).

**Specific Duties**
- Monitor issues relevant to periodontal practice, and identify and develop resources to assist members in managing and marketing their practices, and in transitioning in and out of practice.
- Identify and disseminate information that supports members’ use of the Internet for practice resources, including, as appropriate, links to sites providing information relevant to periodontal practice.

**Accomplishments**
- Reviewed proposals for website design affinity programs and recommended the Academy pursue an affinity relationship with Officite.
- Recommended potential new affinity programs that would be valuable to the membership.
Research Submissions Committee

**Charge**
Review and select abstracts in basic or clinical research for AAP Research Forum. Review submissions for the AAP’s Balint Orban Memorial Competition Program and select finalists.

**General Duties**
- Implement the Research Forum’s oral and poster sessions by reviewing submissions and selecting qualifying abstracts.
- Implement the Balint Orban Memorial Competition Program by reviewing abstracts and selecting finalists.
- Oversee the scientific “evergreen” activities including AAP scientific awards and nominations for ADA scientific awards.

**Accomplishments**
- Scored a total of 221 abstracts for the Research Forum Poster Session and Balint Orban Competition.
- Selected eight finalists for the Balint Orban Memorial Competition. Winners were identified for Basic and Clinical Science areas.
- Selected sixteen finalists for the Research Forum Poster Session Competition. Winners were identified in Basic and Clinical Science and Clinical Impact.
- Selected nominees for the Clinical Research Award, R. Earl Robinson Award, ADEA William J. Gies Award, and ADA Norton M. Ross Award for recommendation to the Board of Trustees.
Scientific Oversight Committee

**Charge**
Responsible for establishing the strategic direction for the Academy's scientific activities.

**General Duties**
- Identify the direction of the field of periodontology and manage the Academy's vision for where the science and technological developments may foster growth for the profession.
- Advise the Academy on scientific and clinical issues.

**Specific Duties**
- Select topics for conferences, to be conducted every 2-4 years.
- Identify a strategic direction for the Academy on science and make recommendations for addressing priority direction and issues for Board consideration and implementation by relevant committees.
- Identify topics, or respond to Board questions, related to science that require timely response; recommend mechanism and charge appropriate experts. Mechanisms may include State of the Science conference, targeted literature reviews or round table panel discussion.
- Assess how new technology can benefit the specialty.

**Accomplishments**
- Recommended two AAP members for appointment to the FDA Dental Products Panel.
- Reviewed the American Dental Association’s systematic review and clinical guidelines on the Nonsurgical Treatment of Chronic Periodontal Disease.
- Reviewed the scientific validity of new information provided on the LANAP protocol by Millennium Dental Technologies.
- Developed a multi-year scientific plan that includes one consensus workshop, two roundtables, and updating the Academy's position papers.
State and Regional Assembly Coordinating Committee

**Charge**
The State and Regional Assembly Coordinating Committee (SRACC) serves with the State and Regional Liaisons to make up the State and Regional Assembly, which was initiated by the Board of Trustees to extend its reach into the grassroots membership and to forge closer links with periodontists (members and non-members).

**General Duties**
- Manage the scanning functions of the State and Regional Liaisons.
- Provide distillation and communication of issues from local scans to the Board.
- Oversee the administration of the State and Regional Assembly.

**Specific Duties**
- Aggregate state and regional data from State and Regional Liaisons.
- Assess scope, breadth, importance and immediacy of issues raised in scans.
- Prioritize communication of issues to the Board.
- Monitor the performance of the State and Regional Liaisons.
- Establish agendas for State and Regional Assembly meetings.

**Accomplishments**
- Planned and implemented the 2014 State and Regional Assembly.
- Created *State of the States Report* documenting issues being monitored in the states.
- Monitored, through liaisons, state regulatory and legislative activity throughout the country.
Strategic Planning Committee

Charge
The Strategic Planning Committee (SPC) is responsible for the Academy’s long range and short term strategic planning.

General Duties

- Scan and monitor environment for information needed to make knowledge-based decisions.
- Use results of scan for strategic plan development and adjustment.
- Develop plan outcomes and measurements, priorities.
- Monitor results.

Specific Duties

- Establish scan content requirements: issues, trends, impact studies, member needs and satisfaction assessments, member and public opinion polls/surveys, information needed for knowledge-based decision making.
- Draw conclusions from scan results.
- Recommend establishing task forces for in-depth exploration of specific issues and needs.
- Identify needed adjustments to mission, goals; reprioritize goals, objectives.
- Craft strategies for achieving objectives; identifying general areas of endeavor and programs and initiatives to be undertaken.
- Prioritize strategies; prioritization driven by objectives’ priorities.
- Create/adjust the strategic plan based on conclusions and priorities.
- Recommend strategic plan content for Board of Trustees approval.
- Work with survey vendor, as necessary, to mine data from member research and identify the need for additional surveying.

Accomplishments

- Reviewed newly implemented strategy management approach consisting of strategic framework, strategy map, and balanced scorecard, which integrates strategic planning and budgeting.
- Reviewed member survey results and identified implications for Academy and strategic planning.
- Reviewed summary status of 2013 initiatives and 2014 scorecard, and developed 2015 strategic priorities as reflected in the 2015 strategic framework icon.
- Presented Board of Trustees with prioritized list of activities for approval and 2015 budgeting.
- Convened to address referrals from the Board of Trustees.
Task Force for General Dentist Outreach

Charge
In an effort to strengthen the one-on-one relationship between periodontists and general dentists, develop short-term and long-term tactics for Academy implementation; work with the Academy’s professional relations firm and provide regular updates to the Board of Trustees for managing the outreach/awareness strategies targeted towards general dentists.

General Duties
- Develop and implement short- and long-term tactics to strengthen the one-on-one relationship between periodontists and general dentists.

Specific Duties
- Identify and implement short-term tactics to assist members in improving their one-on-one relationships with general dentists. Develop resources and identify best practices to help members enhance their one-on-one relationships with the general dentist.
- Aggressively explore new ways to solicit best practices, including consideration of leveraging external experts (practice marketing consultants) to assist members with enhancing the one-on-one relationship with the general dentist.
- Execute General Dentist Awareness Campaign. Continue to work with a public relations firm on the long-term General Dentist outreach campaign that aims to raise general practitioner’s awareness about the role and benefit of working with periodontists. Work with the public relations firm to develop messages that have strong receptivity with the general dentist audience and formulate corresponding outreach initiatives.
- Expand focus of both short- and long-term tactics to address how dental hygienists might fit within outreach activities, e.g., as a possible conduit to general dentists or a way to engage the general dentist.
- Explore the feasibility of engaging with dental product companies as a way to leverage Academy messages about collaboration.
- Develop metrics goals and other measures of success to gauge effectiveness of both short- and long-term tactics. Incorporate results of evaluation strategy, as appropriate.

Accomplishments
- Continued to oversee the production of the Best Practice Column series which features tips on how to strengthen relationships with general dentists. The column appears quarterly in Periospectives and periodically on perio.org.
- Continued to work with Lanmark360 on the implementation of the long-term general dentist outreach campaign, including:
  - Drafted five press releases and distributed to dental trade outlets. Topics included:
    - American Academy of Periodontology Launches National Campaign, “Love the Gums You’re With”
    - American Academy of Periodontology to Host Annual Spring Conference in Chicago
    - American Academy of Periodontology Holds Think Tank on Regenerative Treatments
    - American Academy of Periodontology Installs New President, Officers in San Francisco
    - American Academy of Periodontology Recognizes Member Achievements During 100th Anniversary Meeting
  - Hosted a networking event with dental trade editors, journalists and key opinion leaders at the American Dental Association Annual Session to promote Academy initiatives and support the “team approach” message.
  - Hosted a breakfast with continuing education providers at the American Dental Association Annual Session to promote the Academy as a resource for CE content presented to GPs.
  - Facilitated several secured placements in high profile dental trade outlets including Dentistry Today, DentalTown and Dr. Bicuspid, via interviews or column development with Academy leadership.
Invited speaker scouts from reputable dental meetings to attend the AAP Annual Meeting in an effort to increase perio speakers on the podium at GP-attended conferences.

- Collaborated with *Inside Dentistry* to publish a bi-annual custom publication titled *Collaborative Care* that provides clinical information and collaborative case studies to general dentists.
- Coordinated the publication of quarterly articles in *Dimensions of Dental Hygiene* to support the relationship between periodontists and dental hygienists.
- Finalized a partnership with Aegis’s CDEWorld to offer online CE related to previous Spring Conferences and other existing material that supports collaboration among the dental team.
- Provided counsel on marketing activities targeted towards general dentists related to the 100th Anniversary, the 2014 Spring Conference and the 100th Annual Meeting.
- Secured a Consulting Editor for the ADA Specialty Scan on periodontics.
- Developed a comprehensive plan for year six (2015) of the multi-year General Dentist Outreach and Awareness Program.
Task Force on Consumer Awareness

Charge
Implement programs to improve consumer awareness about periodontal disease and the periodontist.

General Duties
Develop and implement short- and long-term tactics to increase consumer awareness.

Specific Duties
- Execute consumer awareness campaign, as approved by the Board in August 2013. Work with public relations firm on the long-term consumer outreach campaign that aims to raise consumer awareness about periodontal disease and periodontists. Work with the public relations firm to develop messages that have strong receptivity with the consumer audience and formulate corresponding outreach initiatives.
- Identify and implement short-term tactics to assist members in improving consumer awareness about periodontal disease and the benefit of receiving specialty care from a periodontist, including developing resources to help members conduct local outreach to consumers.
- Develop metrics to measure success and penetration of the consumer awareness campaign.

Accomplishments
- With the professional services of public relations firm, Weber Shandwick, the “Love the Gums You’re With” campaign launched on April 22, 2014.
- To date, the campaign has exceeded its media outreach goals, reaching over 140 million people. Additionally, the campaign media highlights to date include:
  - Celebrity spokesperson Chris Harrison completed 37 satellite interviews with television and radio affiliates including HuffPost Live, OK! TV, CNN and and The View.”
  - An AAP member-comprised spokesperson network was deployed to provide the top 20 media markets with a local source for coverage pertaining to the campaign and periodontal health. Spokespeople from Dallas and Chicago were featured on KERA radio and the Chicago Tribune respectively.
  - AAP President Dr. Stuart Froum, was interviewed on NPR, ExpertBeacon.com, and SheKnows.com.
  - The campaign press release was picked up by 326 media outlets, including The Boston Globe, Miami Herald, MarketWatch, and dental trades such as DentistryIQ.com.
  - An audio news release, recorded by Dr. Froum, was aired 831 times on radio stations nationwide.
  - During the AAP’s 100th Anniversary Meeting in San Francisco, newly-installed AAP president Dr. Joan Otomo-Corgel was interviewed about the campaign on KRON, a Bay Area local TV station. Dr. Otomo-Corgel also recorded an audio news release that was aired in the Bay Area during the AAP’s meeting in September.
- Facebook posts related to the campaign garnered more than 235 likes, reaching over 14,100 people. There have been approximately 260 mentions on Twitter using the official hashtag #loveyourgums. Celebrity spokesperson Chris Harrison also shared the campaign messaging with his more than 345,000 Twitter followers.
- A suite of consumer-friendly campaign materials was shared with the membership for use in practices and local communities. Since campaign launch, the AAP Connect Member Resource Library saw a 237-percent increase in visitors.
- The campaign and its associated collateral has been communicated to the membership in e-grams, featured stories in the second- and third-quarter editions of Periospectives, and in frequent member-facing social media posts.
- During the AAP’s 100th Anniversary meeting in San Francisco this September, the campaign was featured in the Love Your Gums Lounge, a dedicated space for educating members about the campaign and how its toolkit can be used in their practices.
The AAP Foundation provided additional funding to support the campaign's efforts, including the activities at the 2014 annual meeting. The foundation is recognized on all member-facing campaign materials, and its support will continue over the remainder of the campaign's three-year lifespan.

The Task Force met in July 2014 to review plans for campaign in 2015. The Board approved the plan in August, and the 2015 leg of “Love the Gums You're With” is set for a February launch.

Year Two public relations efforts will continue to raise consumer awareness of periodontal disease while pivoting to highlight the expertise of the periodontist in a stronger way.
Task Force on Website Redesign

**Charge**
Oversee ongoing implementation and evaluation of redesigned website.

**General Duties**
- Support implementation of redesigned site.
- Evaluate redesigned website and propose options for ensuring the website stays current and relevant, including recommending a charge and composition for a standing committee.

**Specific Duties**
- Support implementation of the professional collaboration tool and member community.
- Evaluate success of redesign initiative to achieve a more robust website and as appropriate, make recommendations for the future.
- Develop charge appropriate for standing committee.

**Accomplishments**
- Provided input on moderation protocol.
- Conducted evaluation of the Website Redesign initiative.
Task Force to Identify Ways to Update the Classification of Diseases

Charge
Identify ways to update the 1999 Classification of Periodontal Diseases and Conditions.

General Duties
• Identify alternative methodologies to update the 1999 Classification of Periodontal Diseases and Conditions, and present recommendation to the Board of Trustees.

Accomplishments
• Identified ways to update the 1999 Classification of Periodontal Diseases and Conditions
• Began planning for targeted update of the Classification for completion in 2015