



<b>MISSION</b>	<b>To advance our members success through education, advocacy, and research that drive excellence in patient care.</b>						
<b>VISION</b>	<b>All orthodontic care is provided by qualified specialists who successfully address patient needs.</b>						
<b>CORE VALUES</b>	<b>Our members come first</b>	<b>We are evidence-based</b>	<b>We are inclusive</b>	<b>We seek active engagement</b>			
<b>GOALS AND OBJECTIVES</b>	<b>PROTECT AND DEFEND OUR SPECIALTY</b>	<ol style="list-style-type: none"> <li>1. Positively differentiate the profession by increasing consumer awareness of the value of specialized orthodontic care</li> <li>2. Mobilize AAO members to actively engage in AAO’s advocacy efforts to address practice encroachment and other legislative and policy priorities</li> <li>3. Ensure that orthodontists adhere to the highest standards of professional education</li> </ol>					
	<b>ENGAGE AND DELIGHT OUR MEMBERS</b>	<ol style="list-style-type: none"> <li>4. Leverage emerging technologies and data analytics in communications campaigns to maximize member awareness and participation</li> <li>5. Develop and disseminate resources that address members’ professional needs across the career spectrum</li> </ol>					
	<b>FACILITATE TRANSFORMATION</b>	<ol style="list-style-type: none"> <li>6. Advance promising practice modalities, business and ownership models, and talent management strategies that empower members to thrive</li> <li>7. Explore partnerships and collaborations with industry organizations that can add scale and speed to advancing the success of AAO members</li> </ol>					
<b>STRATEGIC INITIATIVES</b>	<table border="1"> <tr> <td data-bbox="196 1791 634 2053">Public and Member Communications</td> <td data-bbox="634 1791 1068 2053"></td> <td data-bbox="1068 1791 1554 2053"></td> </tr> </table>				Public and Member Communications		
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