



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	Our members come first	We are inclusive	We are data-driven	We seek active engagement	We are ethical
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	Public and Member Communications			Advocacy and Unity	Discovery and Innovation