The Changing Face of AAE Membership

A lot can change in two decades. In 1992, gas prices were only $1.05 per gallon, Bill Clinton was just elected President, and Law and Order was considered a new TV show.

Obviously much has changed in the world as a whole, and in the AAE’s little corner of it. The membership has almost doubled in the last 20 years, jumping from 3,878 in 1992, to 7,692 in 2012. Several new membership categories have been introduced to better accommodate the changing face of the specialty, including the Auxiliary (1999), Predoctoral Student (2002), Educator (2004), International (2006) and International Resident (2011) categories. The introduction of each new category has been accompanied by additional benefits tailored to meet the needs of those specific members. For a complete list of your benefits, visit www.aae.org/memberbenefits.

In 1992, the average age of an AAE member was 45 years old and 95 percent of the membership was male, with women comprising only 7 percent of the population. As of 2012, the average age of an AAE member has increased to 50 and 24 percent of the membership is female. International membership has also increased significantly over the years. Twenty years ago, there were 522 international AAE members; that number has more than doubled to 1,180 this year.

These shifting demographics have inspired a transformation in the way the AAE conducts business. The increase in female members recently prompted the AAE to consider more family-friendly locations and events in conjunction with our meetings, including the introduction of subsidized childcare services at Annual Session. For International members, we’ve begun delivering more member benefits online to decrease shipping delays and costs, and recently, one of our special committees proposed a slew of new initiatives that will continue to enhance international collaboration.

While the face of AAE membership keeps changing, the American Association of Endodontists remains dedicated to excellence in endodontics, inspiring members like you to pursue advancement and fulfillment with education, research and service. A Special Committee on Member Demographics has recently been appointed to examine what we know about and how we can better interact with younger generations of members in ways that are meaningful to them. We look forward to the changes brought on by the next 20 years and consider it a privilege to serve all of our members, no matter which demographic category you fall into.

Thank you for your continued support of the Association and don’t forget to renew your membership for the 2012-2013 year at www.aae.org/duesrenewal.

Please contact the AAE Membership Department with any questions regarding your payment or membership benefits at membership@aae.org, or by calling 800/872-3636 (U.S., Canada, Mexico) or 312/266-7255.
Measuring Our Influence: Accountability and the AAE Awareness Campaign

Measurement is an important part of any significant initiative, and the AAE Board of Directors reiterated its accountability to members by recently approving a complete set of metrics for the Endodontists: Partners in Patient Care awareness campaign. The campaign, which is aimed primarily at general dentists and AAE members themselves, has specific performance targets for each group, which will be measured in 2013 to assess progress, and again in 2015 to evaluate the overall success of the campaign.

The ultimate goal of the campaign is to increase referrals to endodontists. That, along with key drivers that AAE research found influences general dentists’ decision to refer patients to a specialist, makes up many of the campaign’s metrics for general dentists (chart below).

As the “partners” in Partners in Patient Care, members play a critical role in their own practice success and the success of the AAE campaign. Metrics have been established to measure member involvement with the awareness campaign and use of campaign tools in outreach with general dentists (chart below).

### General Dentists

<table>
<thead>
<tr>
<th>Metrics</th>
<th>2009 Baseline</th>
<th>2015 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. An increase in the percentage of total general dentist patients who need root canals that are referred to an endodontist in a typical year.</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>2. Increased agreement with: The work an endodontist performs is worth the cost.</td>
<td>4.44 mean</td>
<td>4.61 (4%)</td>
</tr>
<tr>
<td>3. Decrease in % of GPs who say they are likely to perform endodontic procedures in more advanced stages of complication.</td>
<td>Very complicated: 20%</td>
<td>Very complicated: 17%</td>
</tr>
<tr>
<td>4. Decrease in % of GPs who think they can do many of the same procedures as endodontists - and just as well – for less cost.</td>
<td>2.89 mean</td>
<td>2.86 (1%)</td>
</tr>
<tr>
<td>5. Increase in the belief that endodontic treatment of a salvageable or restorable tooth would provide an equal or preferable outcome than an extraction and a dental implant.</td>
<td>N/A</td>
<td>2% above the mean</td>
</tr>
</tbody>
</table>

### AAE Members

<table>
<thead>
<tr>
<th>Metrics</th>
<th>2010/11 Baseline</th>
<th>2015 Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase in percent of members saying the following is very effective in helping to build reciprocal relationships or partnerships with dentists in general practice: Proving to GPs that the work you perform is worth the cost.</td>
<td>4.03 mean</td>
<td>4.19 (4%)</td>
</tr>
<tr>
<td>2. Increase in members’ agreement with this statement: I’m experiencing more dentist referrals.</td>
<td>2.40 mean</td>
<td>2.5 (4%)</td>
</tr>
<tr>
<td>3. Increase in members who say: I understand my involvement in this campaign is crucial.</td>
<td>3.47 mean</td>
<td>3.82 (10%)</td>
</tr>
<tr>
<td>4. Increase in members who say: I have used campaign tools in my outreach to GPs.</td>
<td>2.52 mean</td>
<td>2.67 (6%)</td>
</tr>
<tr>
<td>5. Increase in members who say: GP outreach campaign tools and resources are useful.</td>
<td>3.35 mean</td>
<td>3.68 (10%)</td>
</tr>
</tbody>
</table>

continued on p. 7
I had the privilege of traveling to Washington, D.C. to represent the AAE at the American Dental Association’s Washington Leadership Conference. This annual event provides an opportunity for dentists active in legislative areas or interested in becoming active to become updated on current political issues and the issues that are important to our practices and our patients. I was joined by a number of other AAE members who were representing their ADA districts, and by Dr. Ali Behnia, who will become the AAE’s ADPAC Board representative in October. The conference is open to all ADA members.

After briefings from ADA President Dr. William R. Calnon and ADA lobbyists, and updates from Democratic and Republican members of Congress and pollsters, we visited our members of the House of Representatives and Senate to transmit our message.

Each year the ADA targets a few key issues and provides talking points for our visits to the Capitol. This year, the target issues we discussed with our representatives included:

1. Repealing the 2.3 percent excise tax on medical and dental devices. This is a provision of the 2010 health care reform law and is a mechanism to fund the health care plan. Our main message was that the tax should be repealed entirely. However, there has been pushback from members of Congress on this. So short of repealing the tax, we also encouraged them to define and narrow the scope of “dental device” in the law. For example, is a crown a dental device or is a dental device something more substantial like an X-ray unit? The representatives and their staff admitted they were not sure.

2. Supporting funding for the coordination of pro bono medically recommended dental care. Currently, many dentists are providing this care, but there is not an effective system to match them to the patients that need care.

3. Supporting the Dental Fairness Act. This bill addresses two issues that are probably familiar to many endodontic practices. The first—plans that refuse to allow patients to assign their dental benefits to an out-of-network provider, meaning the patient (not the dentist!) is paid for the care provided, and the dentist has to then collect directly from the patient. The second—plans that refuse to coordinate benefits when patients are covered by more than one plan. The result is that the practice is paid less than it is entitled to under either plan. We want to stop these practices!

4. Supporting the Competitive Health Insurance Reform Act. This would remove some of the exemptions that insurance companies enjoy under the Sherman Antitrust Act. We seek to level the playing field so that we are at less of a disadvantage when dealing with insurance companies. This passed the House last year but died in the Senate. We hope to get it into law this year.

I encourage all AAE members who belong to the ADA to participate in some way in advocacy in Washington on behalf of the profession. The simplest way to participate is to register for the ADA Action E-List. You will receive “Action Alerts” that will allow you to contact your members of Congress with a click of a button on critical issues. Visit www.capwiz.com/dental/mlm/signup to receive alerts.

For those seeking greater involvement, consider joining an Action Team Network. An Action Team Network is a group of dentists in each congressional district that seeks to create a relationship with their member of Congress to help get the ADA message through to our elected officials. Contact your state dental association for more information.

Finally, consider attending the 2013 ADA Washington Leadership Conference. It is a great way to learn firsthand how Washington works and how the ADA gets things done. The AAE will provide information about registration when it becomes available.
AAE 2.0: Board Looks to Serve Members in the Digital Age

Blogs, wikis, video-sharing, tweeting, social media, apps...Technology continues to advance and provide more and more opportunities for the average person to access what they need, when they need it, simply and at their fingertips. As a result, the ways in which we communicate, interact with colleagues and gain knowledge are becoming more dynamic and technologically oriented by the day. Not surprisingly, AAE members are increasingly utilizing the Web, social media sites and mobile devices to meet their professional needs. The AAE Board of Directors is acutely aware of these trends, and at its annual meeting, which took place on April 16 and 17 in Boston, placed an emphasis on leading the organization forward in innovation and advancement of member resources that leverage new technologies.

New Online Member Benefits

*myAAE*, a new member services portal of the AAE website, launched at the AAE Annual Session. This tool allows members to personalize content that appears on a myAAE landing page (adding frequently-accessed content to features such as meeting registration status, order history, membership renewal and more). In addition, members have access to myProfile, which reflects demographic information on file with the AAE (addresses, phone numbers, email addresses, etc.), and allows members to update this information online at any time. A myCommunities feature facilitates easy interaction and community-building among members, allowing groups with shared interests to exchange messages, documents, photos, surveys and event details. Board members will be using the myCommunities portal for the first time this summer to distribute materials and notifications in advance of their August meeting. The myAAE portal will also allow all members to set their own communications preferences, defining what kinds of information they would like to receive from the AAE and how they would like to receive it.

New members will see less paper in new member kits, and an increased focus on the resources available via the AAE website at [www.aae.org](http://www.aae.org). In September, updated versions of AAE’s popular reference books, *Glossary of Endodontic Terms* and the *Clinical Guide to Endodontics*, will be available on the AAE website as free, downloadable, searchable e-books. More valuable references, AAE position statements, are also available online, including a newly developed position statement on the use of microscopes and other magnification techniques. Find position statements and guidelines at [www.aae.org/guidelines](http://www.aae.org/guidelines).

**Education**

The trend in demand for Web-based resources extends to continuing education. The increased popularity of annual subscriptions to the AAE’s Live Learning Center, which provides members with the opportunity to access session recordings and earn CE online, has been coupled with decreased interest in accessing meeting content through DVDs. As a result, the AAE will no longer offer DVD compilations of meeting recordings.

Yet another enhanced learning opportunity through new media is available to members through the *JOE Online*, with podcasts featuring author interviews allowing members to delve deeper into cutting-edge endodontic research. Find the current podcast at [www.jendodon.com](http://www.jendodon.com), or view the entire podcast collection at [www.jendodon.com/content/podcasts](http://www.jendodon.com/content/podcasts).

The Board also approved plans to develop a new online AAE Teaching Resource Database, allowing educators to share teaching materials such as curriculum guides, and access presentations and case studies categorized by resource type, endodontic topic and student audience.

**Future Ventures**

The first AAE Annual Session meeting app debuted in Boston this April, and proved to be highly popular with meeting attendees and exhibitors. The AAE will continue development of mobile apps for future meetings, and is also investigating other ways to meet member needs through mobile technologies.

The Board recognizes that AAE members’ technology needs are evolving, and appointed special committees to examine topics such as the use of social media by the AAE, and the impact of changing member demographics on member needs. “It’s important that the AAE gains an understanding of member demographics,” said AAE Vice President Dr. Robert S. Roda. “As electronic capabilities increase, how will we utilize that to engage and help the ever-expanding spectrum of generations that is our membership?”

In fact, AAE President Dr. James C. Kulild’s concluding inaugural remarks in Boston set the tone for all the Association’s future efforts: “Let our sails be filled with the winds of change, advancement, improvement, enhancement, adventure, hope, dedication, excitement, humor, motivation and a ‘never-give-up’ mindset.”

The Board plans to execute its initiatives on a 2012-2013 budget with revenue of $8,862,498, expenses of $8,826,379, and a surplus of $36,119.
JOE Grows With New, High-Tech Benefits

Now you can take your JOE on the go! The Journal of Endodontics Editorial Board and Elsevier are working to enhance the value of this leading member benefit by launching new, digital benefits that are available now.

JOE Podcasts
The first JOE podcasts are now available at www.jendodon.com. JOE Online Editor Dr. Robert A. Goldberg will interview authors and others involved in the production of the journal, offering new perspectives on significant research topics. The podcasts are accessible online through both the AAE and JOE websites, and can be found in the iTunes® Store.

JOE Mobile App
Journal publisher Elsevier’s HealthAdvance app makes it simple to keep current with the JOE on your mobile device. The app enables full text reading for JOE articles (login with your Elsevier account is required), gives access to abstracts, images and charts, and you can even search within an issue or across all issues using the app’s catalog. Visit your device’s app store or market and search for the term “Elsevier HealthAdvance.” Once you have installed the app on your device, follow the steps to add a journal, which will set the JOE to display as your home page whenever you open the app.

JOE Online Product Directory
The JOE and the AAE have partnered to release the Online Product Directory, a comprehensive listing of endodontic products and services from leading manufacturers. Visit www.joeopd.com to search for products by company, brand or product category to streamline your purchase decisions.

Continued Advancement, Measurable Growth: AAE Annual Session Makes Quite a Leap in Five Meetings

It’s amazing what a difference five meetings can make.

Let’s set the scene: April 2008—Vancouver, British Columbia, Canada—3,181 total attendees converged on the Vancouver Convention Centre for four days of endodontic continuing education, fellowship and business. A Wednesday Symposium on the management of post-treatment endodontic disease was held as a preconference session before the actual 65th AAE Annual Session kicked off on Thursday morning with the Opening Session Breakfast. There were 82 educational sessions spread across six tracks. Presentations specifically designed for educators and residents/new practitioners were new to the program, along with a green initiative to print fewer paper handouts and evaluations, and the debut of the Live Learning Center.

Cut to April 2012—Boston—4,184 attendees filled the northeast side of the Hynes Convention Center. The Annual Session has expanded to a full four days (with no Pre-Session Symposium), starting on Wednesday morning with a General Session featuring historian Doris Kearns Goodwin. Educational sessions, including the four-year-old Master Clinician Series (live surgical demos) and workshops followed for the remainder of the day, and continued for the rest of the week. An impressive 138 educational sessions were offered in Boston, organized in eight educational tracks. Three of the tracks were new—Evidence-Based Endodontics, Exploring the Future, and Orofacial Pain, Oral Pathology and Trauma—and special programming for residents and new practitioners, educators, as well as professional staff, was readily available. The AAE’s green initiative has evolved into a completely paperless meeting, with handouts and session recordings continued on p. 8

The 2012 Annual Session exhibit hall expanded by 18 percent since 2008 to include 116 vendors.
More to Celebrate Than Meets the Eye

We made it! We beat our $1 million goal! We raised $1.3 million!

That was the buzz at the Annual Session in Boston when the AAE Foundation’s 2011-2012 fundraising campaign came to a thrilling conclusion.

“I’m grateful to know that the funds we are investing in research and education each year are being replenished and then some,” said outgoing Foundation President Dr. A. Eddy Skidmore.

“I couldn’t agree more,” replied Dr. Keith V. Krell, the Foundation’s new president. “It’s wonderful that members continue to pledge and that so many donors are happy to increase their commitments.”

A successful fundraising campaign is a good reason for cheers and high-fives. Many people give generously of their time and talent. Volunteers, like Drs. Clara M. Spatafore, Donna J. Mattscheck, Kenneth P. Sunshine, Jerome V. Pisano and Kevin M. Keating visited endodontic programs across the country. They lectured on real-world topics such as practice productivity and on clinical problems like pain management. And, they also helped to spread the word about the Foundation’s role in the life of every endodontist. There were presentations at over 40 different institutions.

Other members took time to update their colleagues on the Foundation’s latest activities and to share their enthusiasm with members who have yet to pledge as well as those who could increase their donations.

The AAE Alliance pitched in and hosted a unique auction event. Bidders were treated to cocktails, hors d’oeuvres and fabulous bargains. From a snug chalet in Whistler, Colo., to a beachy retreat in Cabo San Lucas, Mexico, Viva Vacation! showcased 10 luxurious opportunities for a special R&R experience.

Corporate partners did their best to heat up the bidding with knock-your-socks-off equipment packages. Members vied for cutting-edge products like an Orthopos XG 3D machine courtesy of Schick Technologies, a Sirona company, and a complete digital package from Carestream Dental. World-renowned auctioneer Renee Jones brought the gavel down at over $80,000.

It’s always exciting to out-run goals and raise six-figure sums. But there is more to celebrate than meets the eye. A thriving culture of philanthropy and the Foundation’s ability to call on donors to support the mission at this high level reflects of how members feel about their specialty, about the AAE and about the future. People want to invest in success. “Members are seeing the results of their generosity,” said Dr. Krell. “They know that the Foundation promotes excellence and that the more they give, the better off our specialty will be.”

In 2012, the Foundation is budgeted to award over $1.5 million to support a portfolio of scientific and academic initiatives. Over the last 10 years, giving has increased significantly. The list below demonstrates how various segments of the specialty benefit from this support.

“The conclusion of a successful campaign is always an occasion to celebrate,” says Dr. Krell. “But these gifts represent incredible member generosity, and for that, we must be grateful each day of the year.”

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**GRANTS**

**Grants to Educators:**
- Since 2003, $652,508 for grants for the Annual Session
- Since 2009, $64,560 for grants for educators to attend the Fall Conference
- Since 2008, $43,475 for educators to attend ADEA programs
- Since 2010, $140,000 (14 $10,000 grants) to recognize 10 years of consecutive service to education
- Since 2009, $200,000 to Postgraduate Fellowships

**Grants to Programs:**
- Since 2009, $400,000 to Endowed Faculty Matching Grants
- Since 2008, $99,500 for resident research
- Since 2008, $94,000 for resident philanthropy

**Grants to Fellowships:**
- Over $1 million in Fellowships to emerging educators

**Grants to Research:**
- $3 million in funding awarded
- 218 total grants
- 50 institutions

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**SPECIAL THANKS TO THESE AUCTION DONORS**

**Members:**
- Kerstin and Douglas Conn
- Rebecca and David Funderburk
- Linda Levin
- Sandra Madison and Rick Jordan
- Terryl Propper
- Glynda and Robert Reames
- Mike Stevens

**Corporate Partners:**
- Brasseler USA
- ColteneEndo
- DentalVibe
- Global Surgical Products
- Laschal Surgical Inc.
- PBHS, Inc.
- Carestream Dental
- Schick Technologies, a Sirona company
Dr. Ronald I. Deblinger Surprised With President’s Award

Positive, enthusiastic and supportive—those are the qualities Dr. William T. Johnson, immediate past president of the AAE, says best describe Dr. Ronald I. Deblinger.

Dr. Deblinger was awarded the prestigious President’s Award at the 2012 AAE Annual Session in Boston, one of only eight people to be honored this way in the Association’s history.

“Had I known I was going to be called, I would have dressed better,” Dr. Deblinger joked. But when his name was called, he said he thought, “This is amazing!”

“He consistently works for the advancement of endodontics and the care we provide to our patients,” Dr. Johnson added.

Some of the ways Dr. Deblinger works for the advancement of the specialty include serving as president of his local dental society, his local study club and his state endodontic association. He has also contributed time to the AAE’s advancement, serving as a member of the AAE Board of Directors from 1988-1992, contributing his talents on the Continuing Education and Membership Services Committees, and serving as chair twice on the Annual Session Site Selection Committee. Most recently he completed a three-year term on the Journal of Endodontics Scientific Advisory Board.

“Things have changed during certain points during my many years with the AAE, but overall, it’s still people that really care about endodontics,” Dr. Deblinger said. “It’s an amazing mix of educators, people in the service, clinicians young and old…it’s really wonderful to be a part of.”

As an active supporter of the AAE Foundation, Dr. Deblinger has also served six years as a member of the Foundation Board of Trustees and held the office of treasurer for five years. He’s been a dedicated fundraising volunteer, contacting potential donors to ask for pledges or to increase their pledge to the Foundation, always with energy and humor.

“The old adage about getting more out of your involvement than putting in is so true,” Dr. Deblinger said. “It really is a very satisfying organization to work for because everybody is doing it on a volunteer basis. Everybody volunteers and everybody cares, so how could you not care?”

In addition to maintaining a private practice in Clifton, N.J., Dr. Deblinger is also the chair of the Board of Directors of Delta Dental of New Jersey. He is an adjunct assistant clinical professor in the graduate department of endodontics at University of Medicine & Dentistry of New Jersey, and he was recently named one of New Jersey’s top dentists by New Jersey Monthly.

The complete list of Board-approved campaign metrics is available on the AAE website at www.aae.org/AAE_Members/Practice_Management/Practice_Promotion/Campaign_Metrics.aspx.

To learn more about how you can build awareness of your practice and enhance referral relationships, please visit the Practice Promotion page of the AAE’s Practice Management Toolbox at www.aae.org/practicepromotion, or download the Professional Outreach Toolkit at www.aae.org/toolkit. Questions about the campaign can be sent by email to campaign@aae.org, or directed to AAE PR staff by calling 800/872-3636 (U.S., Canada, Mexico) or 312/266-7255.

Dental Educator and Student Metrics

The AAE will also measure perceptions of endodontics among dental educators and dental students. The campaign will look at how both audiences perceive the role of the endodontist in treatment planning, how endodontic treatment provides a solid foundation for other restorative work and examine the belief that endodontic treatment of a salvageable or restorable tooth would provide an equal or preferable outcome to an extraction and a dental implant.

Consumers

The AAE continues outreach to the public directly through initiatives such as Root Canal Awareness Week, social media channels such as Twitter, website education and partnership with the nationwide Healthy Mouths, Healthy Lives advertising campaign by the Ad Council. Member resources including the Community Outreach Toolkit continue to be available for those who wish to promote their practice directly to patients.

The AAE awareness campaign is necessarily a long-term effort, as changes in behavior take time to influence on a national scale. The current five-year program will continue to be implemented with annual review by the AAE Board of Directors and oversight by the Public and Professional Relations Committee, with messaging that promotes the skills and expertise of endodontists, explains why referral makes good business sense and underlines the ultimate positive effects on patient satisfaction and health.
now available exclusively on the Live Learning Center. Other new additions included a mobile app, Twitter feed, Support the Troops initiative (almost $4,000 raised for care packages!) and lunch in the Exhibit Hall. The 2012 Annual Session went down in the books as the highest attended meeting in Association history.

“In the last few years, the Annual Session Planning Committee has been striving to make improvements that our colleagues will truly respond to and appreciate; I think the results speak for themselves,” said 2012 General Chair Dr. Anne E. Williamson.

Feedback from attendees seems to confirm that these continued advancements are on the right track. A 2012 participant noted about one of the educational sessions they attended: “Thank you for putting this together—it opened my eyes to some great resources and increased my hunger for more—I am committed to education and this was a distinct help for me.”

An extensive photo gallery from the 2012 Annual Session is available online at 2012annualsession.shutterfly.com.

### Annual Session Evolution

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Attendance</td>
<td>3,181</td>
<td>4,184</td>
</tr>
<tr>
<td>Exhibit Hall Vendors</td>
<td>98</td>
<td>116</td>
</tr>
<tr>
<td>Oral and Poster Research</td>
<td>162</td>
<td>217</td>
</tr>
<tr>
<td>Presentations and Table Clinics</td>
<td>7,361</td>
<td>11,732</td>
</tr>
</tbody>
</table>

Plans are already underway for next year’s meeting, scheduled to take place April 17 – 20, 2013, in Honolulu. Housing and registration information will be posted in late fall at www.aae.org/annualsession.

### Communique In Transition

After nearly 10 years in its current format, the Communique newsletter is undergoing a significant transformation. The newsletter will soon feature improved content, more seamless digital delivery of news and a completely new look! Be sure to visit www.aae.org/communique for two pages of bonus content that is only available online with this issue.

### With This Issue. . .

#### 2012 General Assembly Minutes

A comprehensive summary of activities from the Association’s annual business meeting is enclosed for your review.

#### Summer 2012 Product Catalog and Order Form

The latest AAE product offerings, including practice promotion tools, endodontic publications, apparel and much more are available to order throughout the year. Use the enclosed Summer 2012 Product Catalog and Order Form, or if you prefer to shop online, visit the Online Store at www.aae.org/onlinestore.

#### Live Learning Center Brochure

Educational materials from the AAE’s most popular venues, including Annual Sessions, Fall Conferences, the Journal of Endodontics and the ENDODONTICS: Colleagues for Excellence newsletter series are available for online CE through the Live Learning Center. Materials from the 2012 Annual Session in Boston are now available at www.aae.org/liveteachingcenter.

#### Toolkit Postcard

Members who partake in the AAE awareness campaign receive the Toolkit Postcard reminding you of the many resources available at www.aae.org/practicepromotion, including an updated Professional Outreach Toolkit, treatment planning resources, videos, images for your practice website and more.

#### PBHS Website Design Services

AAE-endorsed leading dental website provider PBHS offers customizable website development services specifically for the specialty. Visit www.pbhs.com/aae for more information.