Dear CAO Members,

There is no doubt about it: orthodontics as a profession is in a state of massive change. But it is important that the CAO continues to hold true to its belief that the quality of patient care is paramount to any other issue that surrounds us.

One of the primary disruptions in the industry is the arrival of Direct-to-Consumer (DTC) orthodontic companies into the Canadian market. Long before the stores appeared, the CAO was observing their affects in the United States, and the CAO tried to proactively raise the issue to the provincial dental regulators (DRA’s), with minimal response. However, over the last four months, the CAO Leadership has been extremely active in their attempts to inform and enlighten the DRA’s, along with provincial and national dental organizations. This time, it appears that some have listened and begun to take action.

Lately, you may have seen some statements geared to the public from our American colleagues rendering warnings about the use of DTC products from the American Association of Orthodontists (read here) or the American Dental
the American Association of Orthodontists (read here) or the American Dental Association (read here). Within Canada, some provincial associations have statements directed more at their dental practitioner members, with a warning tone about participating in such type of dentistry. We hope that in the new year, additional Canadian organizations will come out with similar statements.

Either way, the CAO continues to work behind the scenes and out front, to try and educate the regulators, organized dentistry, and in turn the public, about the dangers these types of products pose to the health of Canadians. Being proactive is a tough road, as we often push, push, push and then wait - sometimes impatiently. However, we know through the evidence we have seen, that Direct-to-Consumer care is a potential danger to the public. The CAO is proud that we continue to be active by letting our voice be heard, and not allowing anyone associated with the protection of patient care be passive nor complacent on this issue.

We will continue to keep you abreast of any updates we have in this ongoing battle. Should you have any questions or wish to discuss the matter further, please don’t hesitate to contact me via Alison Nash at the CAO Office at cao@associationconcepts.ca or 416-491-3186/1-877-226-8800 x103.

Happy Holidays to you and your families.

Sincerely,

Dr. Jay Philippon, President

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