

# AAO Practice Opportunities Online connects members for successful transitions

## Find an associate, partner or practice opportunity through Practice Opportunities Online

**F**ocused connections that save time and money ... that's what four AAO members found through AAO Practice Opportunities Online. In their case, it was the sale and purchase of two practices, but the service also helps connect members who want to find an associate or partner, join a practice or expand an existing practice.

"It's a simple story," said Dr. Jeffrey Resnick who bought the practice of Dr. John Traul in Glenwood Springs, CO. "The Practice Opportunities Web site focuses the hunt and saves time. It hits the target market more than anything else. The service came through for me two times for the same practice over a five-year span."

Dr. Resnick became interested in purchasing a practice after he moved to the mountains and was commuting an hour and a half to his Denver-based practice. Dr. Traul's Glenwood Springs practice is located in the mountains about 100 miles west of Denver. After 37 years in practice, Dr. Traul was considering retirement and wanted to sell his practice. Although the doctors had originally met through AAO Practice Opportunities Service five years earlier and briefly corresponded about a sale, things were put on hold until they reconnected again through the service in May 2008. Three and a half months later in August, the sale was complete. Both feel the transition went extremely well.

"I stayed through October with the patients, and we had virtually no problems," said Dr. Traul. "Dr. Resnick has practiced 25 years, so he's very competent. Plus, he kept my staff and everything in place – all my procedures and policies – so there's not a lot of changes for the patients."

For Dr. Resnick, the Practice Opportunities service delivered not only results, but also savings. He's planning on using it again when it is time to sell his practices.

"The Practice Opportunities Online Web site cuts expenses by more than half for buying or selling a practice, compared with what you'd have to spend in marketing and retaining a broker," he said. "The AAO Web site puts the parties together. From there, you need professionals, like attorneys and accountants, but overall it saves quite a lot."

### Helps New Graduate Connect

Practice Opportunities Online provides a critical connection service for new orthodontic graduates.

"Practice Opportunities Online was a life saver for me when I first got out of residency," said Dr. Jed Hildebrand in Arlington, TX. "It provided me with a centralized connection to a vast web of orthodontic opportunities out there. It was key in finding jobs and my orthodontic home for the future."

Dr. Hildebrand signed up for Practice

Opportunities Online while he was still in residency to look for opportunities in his area. He held other associate jobs for about two years until he found the perfect fit through the AAO. After a month trial, Dr. Hildebrand and the selling orthodontist agreed to transition the practice a year later. The seller also helped Dr. Hildebrand with referrals, marketing, and setting up his practice.

According to Dr. Hildebrand, the transition went perfectly.

"The transition went as smoothly as possible. We didn't lose any staff, and we kept everything the same, so it works flawlessly. Plus, we saw an increase of 15 percent in new starts," he said.

Dr. Hildebrand is especially grateful for the assistance of the AAO staff as he was emerging into the field.

"I'm thankful that the AAO is behind helping new grads finding a place to work," said Dr. Hildebrand. "The AAO staff always showed personal interest, sharing new opportunities, finding out if the job worked out or if they could better the service. It's a great community to be involved in and an excellent avenue to find your practice. AAO found the practice where I'll be for the next 30 years."

In the last six years, Practice Opportunities Online has matched more than 400 AAO members for successful business transactions. It is a fully automated service, available online at any time. Through Practice Opportunities Online, members can register as either an opportunity seeker or opportunity provider. Registered users can then manage their profiles and can use advanced search features to find the information they need.

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### Progress Continues Towards Electronic...

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concepts to cover all orthodontic diagnoses and include radiographic landmarks and measurements," he said.

The SNODENT Editorial Panel expects to present its recommendations to the ADA by fall 2009.

**Orthodontic Working Group.** ADA Working Group 11.6 is charged with integrating orthodontic standards and orthodontic components of the electronic health record. It is co-chaired by Dr. Carla Evans, chair of the Department of Orthodontics at the University of Illinois. Members include interested volunteers from the field of orthodontics and other relevant communities and industries.

**Other Working Groups.** The ADA also has working groups active on dental electronic health records (11.2) and imaging standards (12.1).

For more information on ADA activities on electronic health records, visit [www.ada.org](http://www.ada.org) or contact Paul Bralower, standards administration, at [bralowerp@ada.org](mailto:bralowerp@ada.org) or 312-587-4129.

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The Texas doctor who sold his practice to Dr. Hildebrand said of his experience, "The service is very professional and very confidential. I wouldn't have been able to sell my practice as effectively or quickly without it," he said. "I don't know what else can be done to improve it except getting the word out to more members; because the more people that use the service, the bigger and more useful it will become."

Likewise, Dr. Resnick encourages members to consider this free AAO benefit.

"People today are very mobile and often want to move to other parts of the country. This service connects AAO members to a national and international market at no cost... so why not take advantage of it?" he said.

To register with Practice Opportunities Online, go to [www.AAOMembers.org](http://www.AAOMembers.org) (the link to the service is on the home page). If you have questions about the service, contact Katie O'Rourke at 800-424-2841, ext. 587, or [korourke@aaortho.org](mailto:korourke@aaortho.org).

## AAO People

**Dr. Dipak Chudasama**, assistant professor at Jacksonville University in Florida, has been awarded the 2008 Excellence in Orthodontic Education Award by the board of directors of the Southern Association of Orthodontists. The award is given based on the performance of innovative teaching, exceptional mentoring or residents, contributions to the specialty and research. It is only given to faculty who are not department chairs.

**Dr. Robert Fry** of Olathe, KS received the 2008 Citizen of the Year Award from the Olathe Chamber of Commerce. The award recognizes Dr. Fry's service to numerous local, national and international charities. He led the community effort to build the Olathe Family YMCA, has served on medical missions to Haiti, Russia and India, and donated his \$22,000 prize winnings as a contestant on TV's "The Price is Right" to local charities.

**Dr. Anibal M. Silveira** has been appointed chair of the Department of Orthodontics and Pediatric Dentistry at the University of Louisville School of Dentistry. He previously served as interim chair and has been a faculty member at the university for 18 years.

*If you have been honored or elected to a new position, please send your information to Jessica Kassel at the American Association of Orthodontists, 401 N. Lindbergh Blvd., St. Louis, MO 63141-7816. Her e-mail address is [jkassel@aaortho.org](mailto:jkassel@aaortho.org).*

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## In memoriam

Dr. Christopher Anderson, 65, of Lubbock, TX  
January 18, 2009

Dr. Jose A. Bousquet Jr., 38, of Valencia, Venezuela  
October 18, 2008

Dr. Norman M. Cetlin, 87, of Chestnut Hill, MA  
November 19, 2008

Dr. Eugene H. Farber, 97, of Los Angeles, CA  
March 27, 2008

Dr. Michael J. Frantz, 87, of Cleveland, OH  
July 9, 2008

Dr. Earl V. Harrington, 95, of Green Bay, WI

Dr. Vernon C. Howerton, of Lynchburg, VA  
November 1, 2008

Dr. Larry S. Lawrence, 76, of Columbus, OH  
January 1, 2009

Dr. Todd A. Mathison, 47, of Hermantown, MN  
December 7, 2008

Dr. M. James Moritz, 86, of Austin, TX  
January 6, 2009

Dr. Richard Offerman, 72, of Mukwonago, WI

Dr. Ralph M. Patterson, 71, of Lake Jackson, TX  
June 2, 2007

Dr. David L. Powell, 72, of Mobile, AL  
November 6, 2008

Dr. E. Edgar Schroeder, 77, of Carson City, NV

Dr. Anthony J. Spadafore, 78, of Wheeling, WV  
December 18, 2008

Dr. William J. Thomas of Vienna, VA  
November 2008