

President's Report

Dear Members,

I hope you all had a great start to the year and that all delegates thoroughly enjoyed our Spring Meeting in Hayfield Manor last month. We have had a busy few months with our 2019 Strategy Meeting, The Seamus Keating Award and our Spring Meeting.



The Strategy Meeting was a huge success and I would like to extend my thanks to all who joined us on the 9th February for a day of group discussion and action-planning. A special thank you to Dr Henry Cassidy who has offered ownership of the domain *orthodontist.ie* to the OSI; ensuring that this domain will only ever promote specialist led orthodontics is a significant step in the protection of our specialism. On that same note, I would like to offer my congratulations to Dr Shona Leydon on her recent appointment to the Dental Council. There are many changes occurring within the regulatory environment on a national level. It's thus particularly important for the public and the profession that there is a specialist voice on the Council at this time.

My warmest congratulations to the three candidates who were short-listed for the Seamus Keating Award and who presented their research projects at our Spring Meeting on the 12th of April. A special congratulations to Dr Dalya Al Moghrabi who was awarded first prize.

Our Spring meeting was a huge success and we thank all involved in organizing the proceedings at Hayfield Manor; our fantastic speakers Dr Graham Gardner, Dr Alberto Canabez and Dr Juan Carlos Perez Valera and; our special guests Dr Paul Karvelas President of the Federation of World Orthodontics and Mrs. Alison Keating, wife of the late Dr Seamus Keating.

Finally, I would like to remind you of our Autumn Meeting and AGM at The Lyrath Hotel, Kilkenny on the 22nd & 23rd November 2019. Looking forward to seeing you and your team there!

Ronan Perry
President 2019

OSI Strategy Meeting 2019



On February 9th, OSI council members past and present, society members and the admin/development team attended a strategy meeting in the Radisson Golden Lane Hotel Dublin 2 to discuss aims and objectives for the society going forward.

Below is a brief overview of points discussed and the resulting action points.

1. Presidents' Welcome & introducing the new OSI Development Officer Role – Theresa Hannon

Theresa explained the scope of the new Development Officer role, the key aspects being; developing a greater OSI online presence, developing internal and external communications, analysing web metrics and social media strategies and providing feedback to council along with recommendations for continued promotion of the OSI.

2. Opening remarks – President Ronan Perry

Ronan gave a broad summary of the current challenges impacting orthodontics in Ireland. He spoke of the need to explore ways to build patient recognition of the "Specialist Orthodontist" qualification and the standard of excellence that the registered specialist brings to orthodontic treatment in Ireland.

3. Progress since the 2016 Strategy Meeting

While there is still work to be done, many of the action points from the previous strategy meeting have been / are currently being addressed. Membership numbers have increased, and membership has widened to include Orthodontic Therapists and Orthodontic Laboratory Technicians. Delegate numbers at scientific meetings have increased. The OSI has set up the Seamus Keating Award supporting orthodontic research. Most recently, we are delighted that the OSI has been successful in its tender for Ireland to host EOC 2025!

4. Group Discussion – The Current Environment

The following topics were among those raised and discussed

- The importance of OSI branding
- Insuring the continuity of care – a benefit of specialist treatment by an OSI member
- Members to have a social media presence – Twitter, videos for website
- Chartered Physiotherapists – success with similar campaign raising awareness about their specialism.

5. What we have achieved thus far:

- Acquired domain name orthodontist.ie - setting up redirect so that both terms “orthodontist” and “orthodontics” lead back to our website.
- Development Officer and Private Sector Representative meeting with various graphic and web designers in May 2019 to discuss vision for a new more patient-focused website and come back to council with new logo options to choose from.
- Development Officer spoke to Stephen Swanton the chartered physiotherapist who led The Chartered Physiotherapists’ awareness campaign. Stephen advised promotion around education and possible charitable partnerships. They, for example, support the VHI Women’s Mini Marathon each year. Development Officer open to discussion on possible charitable partnerships which might correlate with Specialist Orthodontics in Ireland.
- Social media channels are now being managed and monitored by Development Officer and she has circulated an email to all members regarding content.

OSI Autumn Meeting 2019, Kilkenny

Friday 22nd - Saturday 23rd November

Aesthetic Appliances - a Paradigm Shift?

Dr William Dayan

Additional topics TBC

Parallel Sessions for

Orthodontic Teams – Orthodontic Therapists – Orthodontic Laboratory Technicians

OSI meetings are open to registered specialist orthodontists.

For more information, please visit our website www.orthodontics.ie or email info@orthodontics.ie

2019 Seamus Keating Award

Our congratulations to the three candidates who were short-listed for the Seamus Keating Award and who presented their research projects on April 12th in Hayfield Manor. The winner and runners up were announced at the dinner on Friday evening where we had the great pleasure of welcoming Mrs. Alison Keating, wife of the late Dr Seamus Keating and, the President of the Federation of European Orthodontics, Dr Paul Karvelas to present the award.



Dr Ronan Perry, Dr Dalya Al Moghrabi, Dr Ciara Ennis, Dr Arun Shailendran

First Place Dr Dalya Al Moghrabi

Second Place Dr Ciara Ennis

Third Place Dr Arun Shailendran



Mrs Alison Keating, Dr Ronan Perry, Dr Dalya Al Moghrabi, Dr Paul Karvelas

OSI Spring Meeting - April 12th-13th 2019

Our Spring meeting was held in the rather beautiful Hayfield Manor in County Cork and all who attended enjoyed an action-packed weekend of *Multidisciplinary Orthodontics in the 21st Century*.



Dr Juan Carlos Perez Valera, Dr Alberto Canabez, Dr Ronan Perry, Dr Paul Karvelas, Dr Graham Gardner.

We had the pleasure of welcoming and learning from our esteemed colleague Dr Graham Gardner. Dr Gardner has been using the Invisalign system since it was first introduced to the UK in 2001 and has been awarded the prestigious Diamond Invisalign Provider status. He has treated more than 1800 Invisalign cases. He spoke to us about multidisciplinary cases using clear aligners.

We also welcomed Dr Alberto Canabez who spoke to us about Diagnostic tools for a more comprehensive diagnosis. Dr Canabez holds a Diploma in Orthodontics by the FACE/Roth-Williams Centre for Functional Occlusion. He is also an Active Member of the Spanish Orthodontics and Dentofacial Orthopaedics (SEDO).

Dr Juan Carlos Perez Valera who is a Professor at School of Dentistry, University of Santiago de Compostela also joined us to speak about the Camouflage of skeletal III adults.

Finally, we hosted the three finalists for the Seamus Keating Award; who travelled from far and wide to be with us. This award was established last year and offers an opportunity to postgraduate students in orthodontic specialist programmes either in Ireland or internationally, to present either clinical science or basic science-based projects in orthodontics. Our winner Dr Dalya Al Moghrabi was presented with her award by FEO President Dr Paul Karvelas and widow of the late Seamus Keating, Alison Keating.



Dr Ronan Perry OSI president, pictured with council members and delegates on the famous Hayfield Manor staircase

We look forward to seeing you all again in November for the Autumn Meeting and our AGM.

Orthodontic Therapy Graduation Dublin Dental University Hospital - January 2019

The OSI would like to offer their congratulations to Fiona Kennedy who was awarded Best Clinical Case Presentation at the Orthodontic Therapy Graduation Ceremony at Dublin Dental University Hospital in January of this year. Dr Ronan Perry and Dr Timothy McSwiney were on hand to present the prize on behalf of the OSI.

President Dr Ronan Perry, Fiona Kennedy recipient of the OSI Award 'Best Clinical Case Presentation 2018', Hazel Moore recipient of the Dental Council Award 'Best Student 2018', Roisin Carroll (Dental Council)



Consultant Dr Angus Burns, Hazel Moore (Dental Council award recipient), Roisin Carroll (Dental Council)



Dr Angus Burns, Dr Ronan Perry, Hazel Moore, Fiona Kennedy, Roisin O'Shea, Ciara Mullins, Suzanne Shortle, Fiona Loughran, Mairead O'Leary, Maria Kennedy, Dr Darius Sagheri (Course Director)

Developing the OSI Brand

Our aim is to raise the public's awareness of the importance of entrusting their orthodontic treatment to a registered specialist orthodontist. The question "**Is your orthodontist a Specialist Orthodontist**" was suggested at the strategy meeting and has set the tone for our social media posts.



Theresa Hannon
OSI Development Officer

Website

We are very grateful to Dr Henry Cassidy for allowing us ownership of the *orthodontist.ie* domain. We are working with our website developers to ensure that a member of the public searching the web for either *orthodontist* or *orthodontics* - will be directed to the OSI website. Over the coming months we will be making further changes to update the website layout and content.

Social Media

On Social Media we have shared the following articles promoting specialist orthodontics and we would encourage members to share these articles on your own social media pages – extending the reach of the message.

- **The Perils of DIY Orthodontics** - May 2019 (reached 1,048 people, 2 shares)
- **Swollen Lips & High Fever Just 1 Week After Getting Fake Braces for Cheap** – April 2019 (reach 767 people, 2 shares)
- **Are you being treated by an orthodontic specialist?** – April 2019 (reach 923 people , 2 shares)
- **Do you know the difference between a Specialist Orthodontist and a general dentist?** – April 2019 (reach 2,193 people, 15 shares)
- **All orthodontists are dentists, but not all dentists are orthodontists.** – April 2019 (reach 1,390 people, 7 shares)
- **A resource from the American Dental Association explaining orthodontic treatment** – February 2019 (reach 142 people, 1 share)

We also posted the photograph of the guest speakers at our recent Spring Meeting. This showed the commitment of OSI members to continuous professional development, and to providing excellence in orthodontics in Ireland.

Photographs of the spring meeting are also on our private, group Facebook page. Only OSI members can access and view this page. If you would like to join this private group, please log onto Facebook, and type the following into your search bar: <https://www.facebook.com/groups/1476726099013608/>

You will have to "request access". This is to ensure that only subscribed members can see what's going on in the society.

If you have not already liked the society's page on Facebook, or are not yet following us on Instagram, here are the handles you need:



Facebook: www.facebook.com/osireland



Instagram: @orthosocietyirl

Once again, I look forward to working with you all. Should you have any questions, any suggestions, or indeed any content that you think might be useful for our social channels, please email me on theresa@orthodontics.ie