

Dear Colleagues,

The OSI Council held a strategy meeting in February 2019. Past Presidents' were especially invited, as well as members that had an interest in attending and I am very grateful for all their contributions.

As your elected representatives, it's the role of Council to explore the action points that arose from this meeting, as well as address other issues that have arisen over the course of the year. The OSI is primarily a social and scientific organisation, and as a point of reference for us all, the nine key objectives of the OSI have been attached to the Agenda.

The Society has gone from strength to strength from its foundation in 1990, close to thirty years ago. I am very fortunate to serve with such an excellent Council, and to build upon and support the work that has been done by the many Presidents and Councils that have served before me.

The agenda of this year's AGM has several items that I am sure will encourage a most welcome and robust debate! As President it's my role to lead the Society regarding its key objectives as well as implement any motions that members may choose to vote for or choose to retain. For some members, changing the name is an unwelcome and unnecessary process. Other members feel that the word "Society" is outdated. For some members the existing logo is fine, some would prefer it refreshed and some would prefer a new logo altogether!

Our colleague, Dr Christine Smith, will speak after me in relation to the matter of rebranding. I believe that whatever the outcome of the vote, our message should be to create awareness around the benefits of specialist treatment, and to differentiate in the minds of the public and the profession the benefits of orthodontist delivered orthodontics as opposed to orthodontic treatment.

One of previous presidents, Dr Des Kavanagh, outlined a key point at the strategy meeting in February 2019.

The question Dr Kavanagh raised was – “Is your Orthodontist an Orthodontist?”

I believe that this must be core message of any patient awareness campaign and is based on many of the nine key objectives of the Society. The language and phraseology of the message needs to be delivered in a way that is appropriate for the profession and the public. This will of course mean re-formatting the OSI website to be more patient focussed.

This is a task for 2020 and fits into the proposed 5-year plan.

Any proposed future campaigns need to have both a digital and non-digital platform, and I am delighted that Theresa our OSI Development officer has joined the OSI team to support us in our journey. In addition, Aideen continues to be the essential fabric of the OSI working consistently over the years to run the OSI on a day to day basis. We as an organisation are fortunate to have such an excellent team. Theresa is actively encouraging all members to increase their engagement with digital media, and I urge you to engage with her in this capacity.

Aside from the key motions around rebranding and a 5-year strategic plan, there are some two other items under general business that I want to touch upon. The first item I want to raise is a proposed “Patient Safety Report.” I have spoke to Dr Jane Renehan in relation to the matter and I am pleased to say that Jane is agreeable to this. We can all discuss this later in the meeting.

In addition, I am proposing that the OSI looks at cost effective methods of reaching the public. One idea I have is to hold quarterly open days in keys locations around the country. These open days would be hosted by OSI members and their teams and would follow an agreed format. I am also considering involving a company such as De Care to support this process, this of course can only work with the support of members.

I am looking forward to seeing you all again at both our Spring and Autumn 2020 meetings. The Spring meeting, in the Portmarnock Hotel in Dublin, we will be hosting our Oral Surgeon colleagues in the first ever meeting of this nature. The topic will be the “Orthodontic/Surgical Interface-current trends and controversies.”

The Autumn meeting will be focussed on the “Digital Evolution”-and its implication for us all, as orthodontists.

Wishing you all the best over the festive season and New Year.

Dr Ronan Perry

President OSI 2018-2020