



## Charter

A smile makes the giver feel as good as the receiver and is something you can give away and still keep.

*“We, as orthodontic specialists, all enjoy the benefits of our privileged position. We should be able and willing to give back to the community. Of course, many of us do just that. In many instances our giving is in other areas. But the ASO Give a Smile™ programme provides a vehicle within our specialty association for real and useful giving.”*

Dr Ted Crawford, Founder and Chair, ASO Give a Smile™

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## Introduction

The ASO's Give a Smile™ programme is a goodwill concept initiated and sponsored by the Australian Society of Orthodontists.

On 4th September 2004, the ASO Federal Council enthusiastically received and officially sanctioned the proposal to proceed with the Give a Smile™ programme as a fully recognised and supported ASO activity.

Give a Smile™ is possibly the world's first community health assistance programme developed by a professional association.

The programme's purpose is to enable ASO orthodontists to give a smile both figuratively and literally to people who are in great need of orthodontic care yet whose financial circumstances prevent them accessing treatment through the private health system.

Give a Smile™ has been developed so that participating orthodontists have the opportunity to spread goodwill in the community by way of volunteering their professional care and compassion.

Each participating orthodontist will be providing a fellow Australian who is a public patient with the very best in private orthodontic diagnosis and treatment – for free.

The Give a Smile™ orthodontists will each welcome one patient per year into his/her practice. While all work that they undertake for this patient will be pro-bono, the patient will be treated with the same high levels of care and respect as all other full fee-paying patients attending the practice.

The reward for orthodontists participating in the Give a Smile™ programme will be the smile, confidence and self-esteem that they have helped give their patient.

The ASO is extremely proud of the Give a Smile™ programme and will pursue its growth and continuance with vigour, integrity and enthusiasm.



## Goals and objectives

The foremost goal of Give a Smile™ is quite simply to give a smile to people who receive orthodontic care through the programme.

However, it is envisaged that the programme will also give a smile to the following people:

- Give a Smile™ orthodontists
- Give a Smile™ orthodontists' staff
- Give a Smile™ pro-bono partners
- Give a Smile™ patients' family and friends

The measurable objectives of the Give a Smile™ programme for 2005 are:

- To have 20 percent of ASO orthodontists participate in Give a Smile's™ inaugural year.
- To promote the concept and benefits of Give a Smile™ to all ASO orthodontists throughout 2005 in a bid to double the members' participation rate in 2006 to 40 percent.
- To reduce waiting lists for orthodontic services in Australia's public health system by a total of 80 places in Give a Smile's™ inaugural year.
- Through the increased participation of ASO orthodontists, to double the reduction of places on waiting lists for orthodontic services in Australia's public health system in 2006 by a total of 160 places.

## Programme implementation

The initial documentation and logistics for the Give a Smile™ programme have been devised by Dr Ted Crawford with the assistance of the Give a Smile™ committee – a sub committee of the ASO Public Relations Committee.

With the launch of Give a Smile™ in 2005, the following information gives an outline of the way in which the programme will be implemented and managed.

## Give a Smile™ Committee

The Give a Smile™ Committee has been established to rollout the programme. The members of this committee are:

- Dr Ted Crawford – Founder & Chair  
Federal ASO President, 2004 – 2006
- Dr John Armitage  
past Federal ASO Executive & past AOB Executive
- Dr Charles Sheridan  
Federal ASO PR Committee
- Dr David Fuller  
Federal ASO Executive
- Mr Graeme Johnson (co-opted)  
Consultant, Allens Arthur Robinson
- Ms Sally Romano (co-opted)  
Publicist & Director, NewsReleaseXpress
- Ms Betul Madakbas (co-opted)  
Director, Baseline
- Ms Rebecca Lorraine (co-opted)  
Designer, Baseline
- Mrs Annette Armitage (co-opted)

## Give a Smile™ Screeners

The Give a Smile™ Screeners will be responsible for identifying potential recipients of orthodontic care through the Give a Smile™ programme.

Give a Smile™ will be capitalising on the existing public health infrastructure and will be sourcing Screeners from professionals who are already working with and within the public health system.

Each Australian state, except Tasmania, has a qualified orthodontist or dentist responsible for the screening of Health Care Card and Pension Card holders for placement on waiting lists for orthodontic treatment in the public dental health system. These professionals will act as the Give a Smile™ Screeners.

In Tasmania, Australian Capital Territory and Northern Territory, where there are no teaching dental hospitals, the system operates differently. In these instances,



outsourcing of some work to private practitioner orthodontists occurs and an equivalent system of identification and allocation is currently being organised.

In Queensland, public orthodontic treatment is organised on a regional basis, which means that the programme will have regional screeners who will work under direction from the Give a Smile™ Screener appointed for that state.

In most cases, Screeners are full ASO members.

## Give a Smile™ Liaison Officers

A Give a Smile™ Liaison Officer has been appointed in each Australian state and territory.

Each Liaison Officer, who is a full member of the ASO, will collect the names of participating Give a Smile™ orthodontists in their designated state/territory and will work with the Give a Smile™ Screener(s) to help in the selection and allocation process.

Liaison Officers will be responsible for matching up a Give a Smile™ orthodontist with a patient from the list of possible recipients provided by the Give a Smile™ Screener.

## Heads of Oral Health Departments

There has been close communication with and involvement of the relevant health department administrators (Heads of Oral Health Departments) in all Australian states and territories. All such Department Heads have expressed their enthusiasm for this initiative and have indicated that support from their department can be expected.

Each Head of Oral Health Department understands that this initiative is a 'donation' of services from ASO members and that it is therefore not appropriate to rely on the programme when establishing year-to-year planning requirements for their department.

## Working relationships between key groups

For this programme to be successful, close cooperation between the public dental health facilities (Screeners), health department administrations (Heads of Oral Health Departments), the Liaison Officers and the Give a Smile™ Committee will be required.

Each Screener, Liaison Officer and Head of Oral Health Department is prepared to work in a coordinated way to facilitate a national approach to this initiative and to make it succeed.

## Enrolment steps

### Full ASO Member/Federal Office/Give a Smile™ Chair

1. Full ASO Member fills in *Orthodontist Application Form* and sends to ASO Federal Office
2. Federal Office copies form twice and files original
3. Federal Office sends one copy to relevant State/Territory Liaison Officer
4. Federal Office sends other copy to Give a Smile™ Committee Chair who is responsible for establishment and maintenance of central register
5. Committee Chair sends *Thank You Letter (O)* to orthodontist

### Screener

1. Screener identifies appropriate persons on public health waiting list and explain Give a Smile™ programme to patient/parent
2. If patient/parent is interested, they complete *Patient Consent Form*
3. Screener collects all *Patient Consent Forms* and sends them to relevant Liaison Officers
4. Screener and Liaison Officer to work together to match each patient from list with suitable orthodontist (using geography as main basis for matching)
5. Screener advises public dental health department of patient's transfer to Give a Smile™ programme
6. If fee (co-payment) is payable by patient/parent for their treatment in public dental health system, billing for treatment to be managed by health department with regular transfers of these co-payments into ASO Give a Smile™ Trust Fund. Patient/parent is advised of this arrangement in the *Advisory Letter (P)* (send by Liaison Officer as per Step 4 below)
7. Screener to keep copies of all *Patient Consent Forms* and relevant documentation

### State/Territory Liaison Officer

1. From *Orthodontist Application Forms*, Liaison Officer to create database of participating orthodontists and their practice details
2. Liaison Officer to create list of potential patients from *Patient Consent Forms* received from Screener
3. Liaison Officer and Screener to work together to match each patient with suitable orthodontist (using geography as main basis for matching)
4. Having selected a patient for a particular orthodontist, Liaison Officer sends *Allocation Letter (O)* to orthodontist together with copy of *Patient Consent Form*
5. Liaison Officer sends *Advisory Letter (P)* to patient which outlines details of their orthodontist
6. The following year, Liaison Officer follow steps 3, 4 and 5 to provide orthodontist with next year's patient's details
7. Liaison Officer keeps copies of all forms and letters

## **Patient protection, allocation and screening**

### **Protection**

One important consideration for Give a Smile™ is the protection of the rights of the patients receiving treatment through the programme, as well as those patients who have opted not to receive treatment through the programme.

All public patients, whether they choose to remain in the public health system, or whether they are selected and accept treatment in the Give a Smile™ programme, will be treated in any case.

Patients who are offered treatment in the Give a Smile™ programme will have no obligation to accept the offer and they can, without any disadvantage, choose to remain on the public list.

Patients who are treated through the Give a Smile™ programme will have the same protection in law as all patients at the practice in which their treatment is provided.

### **Allocation**

Allocation of patients will be largely based on geographic matching of participating orthodontists and 'in need' patients in the area. This scheme allows for patients from distant areas to be treated closer to their home than might be otherwise possible.

### **Screening**

Screeners have the option of using a Treatment Priority Index, for example the Index of Treatment Need (IOTN) as the selection criteria for patients offered access to the Give a Smile™ programme. However, the over-arching consideration must be the extent of financial hardship in any given case.

In the screening for potential recipients of Give a Smile™ orthodontic treatment, Screeners will seek those who are in genuine need and will use discretion, understanding, awareness and sensitivity in all their dealings and decisions.

## Co-payments

In some Australian states and territories, patients treated in the public health system are required to pay a fee (co-payment) for their orthodontic treatment. These government fees will still apply to those patients receiving treatment through the Give a Smile™ programme.

While details are yet to be finalised, it is hoped that co-payments made by Give a Smile™ patients can be deposited into a trust fund (ASO Give a Smile™ Trust Fund) instead of being paid to the relevant health department.

There are then two options for the use of these co-payments:

- Use to pay for treatment within the Give a Smile™ programme that is not provided by an orthodontist and therefore incurs additional cost (eg. oral & maxillofacial surgery).
- Use to donate to a charity, as directed by the trustees of the ASO Give a Smile™ Trust Fund.

## Pro-bono assistance

The success of the Give a Smile<sup>™</sup> programme rests largely on the generosity and kindness of participating ASO orthodontists.

However, there are many other support services that affect the programme's levels of success.

To date, Give a Smile<sup>™</sup> has received an overwhelming positive reaction in the marketplace and has already been lucky enough to secure the pro-bono assistance from the following people and organisations.

Give a Smile<sup>™</sup> extends its heartfelt appreciation to the following companies and people who donate their time and services to the programme:

## Legal Counsel

Allens Arthur Robinson   
[www.aar.com.au](http://www.aar.com.au)

Graeme Johnson is a Consultant with leading Australian law firm Allens Arthur Robinson.

He and other AAR lawyers are advising on the legal entity of Give a Smile<sup>™</sup>, its protection and dealings.

## Graphic Design

### **baseline**

*Individuality. A group of creatives.*

[www.base-line.com.au](http://www.base-line.com.au)

Baseline is a dynamic company that delivers a range of branding and design services. It creates valuable ideas and memorable solutions for organisations wanting to stand apart from their competitors.

Betul Madakbas is a Director of Baseline and Rebecca Lorraine is a key designer with the firm.

## Public Relations



[www.newsreleasexpress.com.au](http://www.newsreleasexpress.com.au)

Sally Romano is the Director of specialist publicity house, NewsReleaseXpress.

She is developing and managing the communications strategy for Give a Smile<sup>™</sup>.

## Printing



[www.radiusprint.com.au](http://www.radiusprint.com.au)

Radius Print, which has kindly printed all of the Give a Smile™ collateral, is a specialist stationery printer with Australia-wide capabilities and online ordering.

## Paper



Raleigh Paper

[www.raleighpaper.com.au](http://www.raleighpaper.com.au)

Raleigh Paper, which is a fine paper specialist in environmental, specialty & high quality commodity papers, is kindly assisting Give a Smile™ with the program's corporate paper requirements.

## Secretariat



WEBSITE TO BE ADDED

Professional secretariat service provider, Australian Professional Centre, will perform some administrative tasks for Give a Smile™ through the generosity of Managing Director, Francis Child.

## Possible “what ifs”

- “What if the practice has multiple orthodontists, all of whom administer treatment to all patients in the practice?”

Possible solution – All orthodontists in the practice volunteer to become part of the Give a Smile™ programme.

- “What if the orthodontist leaves the practice before treatment is completed?”

Possible solution – The practice takes over the patient’s treatment or the patient follows the original Give a Smile™ orthodontist.

- “What if the patient transfers away (eg. interstate) during treatment?”

Possible solution – The original orthodontist endeavours to find a suitable referral within the Give a Smile™ programme.

- “What if the patient requires additional dental services, such as extractions, oral surgery, periodontics, prosthodontics etc?”

Possible solution – The orthodontist endeavours to find a colleague who can offer the required services pro-bono. Failing this, the public dental system can still be accessed for these treatment components. Alternatively, these treatments could be funded through a Give a Smile™ trust fund.

- “What if the patient causes added cost to their treatment, for example, in non-compliance issues or the replacement of broken or lost retainers?”

Possible solution – patients/parents will be informed from the outset that such costs outside of the normal treatment arrangement can, at the discretion of the Give a Smile™ orthodontist, be charged.

None of these problems are beyond solution – that is the spirit of giving and Give a Smile™.



## **Contact details**

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