

Subject: RAE Discussion [EXTERNAL]

From: Dave Angus - To: marc.ackerman@childrens.harvard.edu - Cc: jbode@aaortho.org - Date: January 18, 2019 at 10:13 AM

Dear Dr. Ackerman;

For proper clarification this email is not a response to your RAE request but a reply to your email earlier this week to our Executive Director, Ms. Jackie Bode. Due to the tone of your email and comments I felt it was more appropriate that I, as President of the Foundation Board, reply.

I understand you are frustrated with the time it has taken to answer your question regarding Henry Schein Orthodontics advertising practices. As you are aware, our RAE program is intended to review manufacturer's claims about their products or treatment procedures and to see if their claims in their promotions are backed up with sound scientific studies.

To properly review their claims, we have been reaching out to the company for any scientific information that supports their claims about the Motion 3D Appliance and the Carriere SLX system in their advertising. Not surprisingly, we have not found much cooperation. Not having found supporting literature either from a literature search or from the company itself, as of today we can neither substantiate nor refute their claims. After numerous calls to the company, we just received the name of a contact person and direction to some literature they feel support their claims. It is now being reviewed. On first glance I did not see that the articles sited actually pertain to these claims, though that is not for me to determine.

This is a free service being provided by the AAO Foundation to its members by highly qualified individuals. There are no conflicts of interest. I am surprised that a person in your position does not recognize the need to be certain that the review is done thoroughly or recognize that these companies may not be quickly forthcoming with information and hence be causing longer response times than we would all like. If we are unable to obtain the information needed, we will only be able to say that we have insufficient information to draw any conclusions on the question. In situations like this, we are hopeful that over time companies will see that their advertising may not be receiving the AAO Foundation reviews they would like and make appropriate adjustments. Until such time we have these hurdles.

You say you are running out of time and patience. According to your request to the AAO Foundation you have also done considerable review of the current literature and concluded that there has not been adequate research done to support or refute these claims. The next appropriate step would be to correctly run a scientific study/studies to determine what the appliances actually are doing. The AAO Foundation welcomes submissions for funding of these clinically relevant studies. Perhaps this topic would be a good research project for people at Boston Children's Hospital to undertake if we continue to be stonewalled by this company.

You will be hearing from the REA Committee after they conclude their review.

Sincerely,
David J. Angus, DMD
AAOF Board President (NESO)