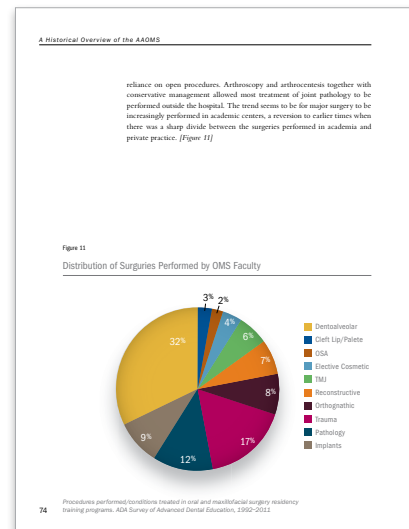
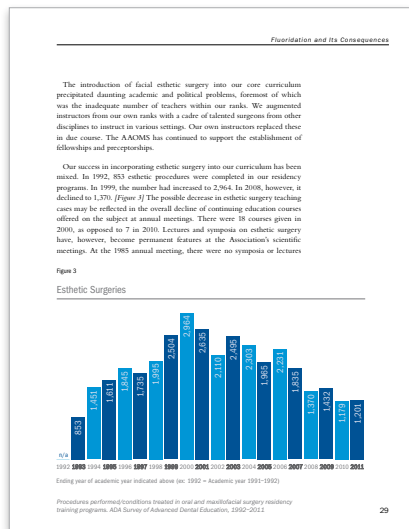
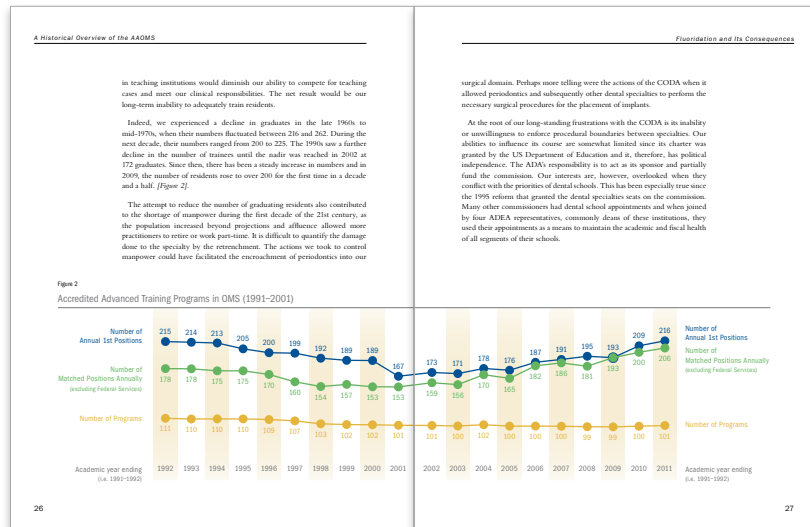
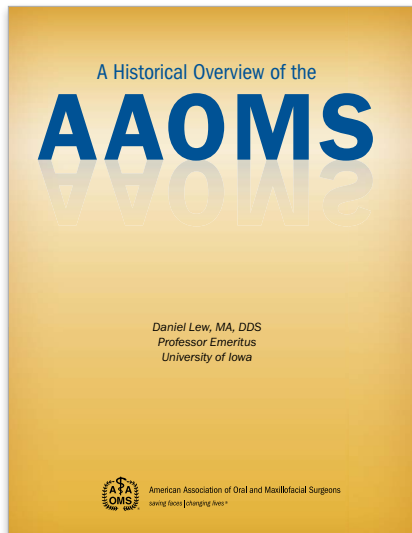




AAOMS History Book

As a freelance assignment, I was asked by one of my former supervisors to design and format a book for her new employer — the American Association of Oral and Maxillofacial Surgeons. The book, *A Historical Overview of the AAOMS*, was an essay written by one of the association's members which was to be presented at a conference that fall. I was asked to design a cover and text layouts, format the content, and illustrate charts and graphs. The final 88-page book was printed on a matt stock and perfect bound with a heavier cover.



CHAPTER NINE

Conclusions

In the past, we wrestled with contentious issues typical of a new specialty aspiring to create a need for its services and to play an important role in the health care of the nation. The current and forthcoming challenges seem equally demanding as we continue to grapple with third-party payers, an aging population, the rising cost of delivering healthcare and more intense competition.

Can the past offer us guidance as we confront a future we can only vaguely discern? In his book *Rise and Fall of the Great Powers*, Paul Kennedy advanced the theory that the success of a nation depends on the following factors: 1) its economic strength and the strength of its social and political organizations, and 2) the achieved success must be compared to the success of the competition. He went on to add, "the success in obtaining national goals is most dependent upon the nation itself, the people, their skills, energy, ambition, discipline, initiative and belief." It is possible that an organized healthcare profession has similarities with the national state. Not unlike a government, it must satisfy the public's demand for a high level of care or it will lose its relevance and its place in the healthcare spectrum. It must at the same time be financially viable, be well-organized, united, clear in defining its goals, be flexible, and have the will and ability to carry out its mission.

A healthcare specialty does not fit neatly into this paradigm, for it does have contradictory roles. It must believe in an altruistic manner, for that is its calling and the justification for its existence, but at the same time it has to adopt a nationalistic, aggressive stance, for we live in a competitive, constantly evolving environment where the principle of the survival of the fittest rules.