

Bylaws of the College of Dental Surgeons of British Columbia

PART 12 – PROMOTIONAL ACTIVITIES

Interpretation

12.01 In this Part, “**promotional activity**” means the dissemination of information or the distribution of products and materials by any method and in any form by, or on behalf, of a dentist or certified dental assistant, that may reasonably be regarded as having as a direct or indirect purpose either or both of

- (a) the enhancement of the reputation, or the profitability of the practice, of a dentist or certified dental assistant, or
- (b) the enhancement of the profitability of a commercial venture related to dentistry with which a dentist or certified dental assistant is identified or from which the dentist or certified dental assistant derives a benefit,

and, for greater clarity, includes the use of a trade name or trademark by a dentist or certified dental assistant, or any public appearance, public statement, or other means by which dental services are promoted.

Limitations on promotional activity

12.02 (1) Dentists and certified dental assistants must not authorize or engage in promotional activity that

- (a) is false,
- (b) contains material inaccuracies,
- (c) is reasonably capable of confusing, deceiving or misleading a member of the public,
- (d) exploits or takes advantage of
 - (i) the physical or emotional states, or
 - (ii) the lack of knowledge of dental subject mattersof members of the public,
- (e) contains claims or assertions which cannot be verified by a member of the public acting as a reasonable consumer of dental health care services,
- (f) uses comparative statements that include reference to fees, services, products or facilities, or
- (g) tends to undermine the professionalism, ethics, integrity or dignity of the dental profession or otherwise brings the dental profession into disrepute.

(2) A general dentist or certified specialist must not state or indicate in promotional activity that their practice is limited to a particular area or areas of dentistry unless

- (a) they in fact limit their practice to that area or areas, and

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- (b) they also include a statement in that promotional activity indicating
 - (i) whether they are a general dentist or a certified specialist, and
 - (ii) if they are a certified specialist, the applicable specialty in which they are certified.

Display of dentist's name

- 12.03** (1) A dentist must display the dentist's name on a conspicuously placed sign at any dental office in which the dentist ordinarily carries on the practice of dentistry.
- (2) A dentist's name must appear prominently in, or in conjunction with, any written or printed material that constitutes promotional activity undertaken by or on behalf of the dentist.

Trade names

- 12.04** A dentist or dentists must not, in connection with the practice of dentistry, use any trade name or designation or any distinguishing name for any premises in which the dentist or dentists carry on the practice of dentistry or in other promotional activity, other than
- (a) the name or names of the dentist or dentists,
 - (b) the name of a dental corporation which has been approved by the registrar under section 11.03(2), or
 - (c) a trade name which does not contravene section 12.02.

References to qualifications

- 12.05** (1) A dentist may, when referring to qualifications in promotional activity, refer only to
- (a) academic and professional degrees, diplomas and credentials earned by examination through
 - (i) a listed general dentistry program, listed specialty program, or other general dentistry program or specialty program that has been accredited by the Commission on Dental Accreditation of Canada or the Commission on Dental Accreditation of the American Dental Association, or
 - (ii) a general dentistry program or specialty program at a post-secondary institution outside of Canada and the United States that is verifiable to the satisfaction of the registrar,
 - (b) the Royal College of Dentists of Canada fellowships or memberships,
 - (c) certification from a Specialty Board approved by the House of Delegates of the American Dental Association, or

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- (d) other qualifications approved by the board, or which the dentist is authorized to use under these bylaws.
- (2) Dentists must not refer, in promotional activity or in any other communications with the public, to qualifications or memberships in dental associations or organizations granted without examination.