

Part 12 – Advertising and Promotional Activities

Application

- 12.1 Reference to the words “dentist” or “dentists” in this bylaw applies to:
 - 12.1.1 Dentists
 - 12.1.2 All forms of business arrangements through which dentists practise, including, but not limited to, dental corporations
- 12.2 This bylaw, modified as necessary, applies to dental therapists and certified dental assistants to the extent that they may engage in advertising and promotional activities.

Interpretation

- 12.3 Advertising and promotional activities are any activities aimed at attracting patients or promoting treatments.
- 12.4 Advertising and promotional activities include all methods and materials, in whatever form or format, through which dentists communicate, represent, promote, market, or otherwise advertise themselves and the services they provide, to other dentists, patients, or the public.
- 12.5 This bylaw applies whether a dentist engages in advertising and promotional activities directly or if others do so on their behalf.

General Parameters for Advertising and Promotional Activities

- 12.6 Subject to this bylaw, dentists are permitted to advertise and promote themselves and the dental services they provide.
- 12.7 Dentists must not engage in, authorize, or condone advertising and promotional activities that are:
 - 12.7.1 False
 - 12.7.2 Misleading or materially inaccurate
 - 12.7.3 Unverifiable
 - 12.7.4 Likely to create unrealistic expectations about treatment or appeal to fears about dental treatment
 - 12.7.5 Contrary to the best interests of the public, including, but not limited to, activities which may

- 12.7.5.1 Induce patients to ask for or receive services not required or not in their best interest; or
- 12.7.5.2 Demean the dignity and integrity of the profession.

Qualifications, Continuing Dental Education, Titles and Designations

- 12.8 The public and patients must have clear and understandable information about a dentist's qualifications and registration. When a dentist is named or referenced in advertising and promotional materials that reference must include:
 - 12.8.1 The name of the dentist, immediately followed by
 - 12.8.1.1 Whether the dentist is a general dentist or a certified specialist, along with the name of the certified specialty; and
 - 12.8.1.2 Nothing else.
- 12.9 Despite the provisions of bylaw 12.8 above, the dentist may refer to a degree from an accredited, recognized university in their advertising and promotional materials:
 - 12.9.1 In locations clearly separate and apart from the identifying information referred to in bylaw 12.8, and
 - 12.9.2 Must clearly indicate the name of the granting institution, the date the degree was conferred, and the subject area for which the degree was conferred.
- 12.10 A dentist is permitted to list information about continuing dental education courses or program in which they have engaged either as an instructor or participant. When listing information about continuing education, the dentist must list the:
 - 12.10.1 Name of the course or program
 - 12.10.2 Name of the provider
 - 12.10.3 Location(s) at which instruction was delivered
 - 12.10.4 Date course or program was completed
 - 12.10.5 Number of hours of instruction; and
 - 12.10.6 Nothing else.
- 12.11 To ensure clear and understandable information about the dentist as a health care practitioner that is not confusing or misleading, and for greater clarity as to the meaning of bylaws 12.8 through 12.10 above, a dentist must not use, list or refer to any dental or dental-related title, designation, certificate, certification, association, registration, honour, membership, diploma, or any other dental or dental-related reference whatsoever derived from or conferred through either their

continuing education activities or granted, conferred or awarded through any other means.

Reference to Speciality

12.12 Dentists are permitted to list the services they provide so long as they do not refer to or describe:

12.12.1 Themselves in such a way as to infer or imply that they are a certified specialist or that their practice is specialized or limited to a particular area of specialization unless

12.12.1.1 They are a registered with the college as a certified specialist or

12.12.1.2 Their registration with the college requires them to do so,

in which case the certified specialty in which they are registered or to which they are limited, as the case may be, must be clearly identified.

12.12.2 A dental procedure, a treatment, or an area of practice in such a way as to infer or imply that it is a specialty unless it is a specialty recognized by the college.

Inducements

12.13 Dentists may not advertise free or discounted goods or services, or participate in rewards programs aimed at promoting a particular treatment.

12.13.1 This bylaw does not apply to *pro bono* services, or services provided to low income patients who would not otherwise have access to care.

Office Names and Information

12.14 The public and patients must at all times know their dentist, the owner(s) of the dental office or practice and those who derive income from the dental office or practice. To this end:

12.14.1 References to a dental office or practice, whatsoever business form that office or practice takes, must clearly identify each of the owners plus the name of each dentist providing dental services, or deriving income at or through that office or practice

12.14.1.1 Identification of owners and practitioners must be made as stipulated in bylaws 12.8 and 12.9 above.

- 12.14.2 The front entryway of any location in which dental services are provided must prominently display the name and whether the dentist is a general dentist or specialist, along with the certified specialty, for each dentist practising at that location.

Trade Names

- 12.15 A dentist 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 carries on the practice of dentistry or in advertising and promotional materials, other than:

- 12.15.1 The names of the dentists practising there;
- 12.15.2 The name of a dental corporation which has been approved under these bylaws; or
- 12.15.3 A trade name that does not otherwise contravene this bylaw.