

Principles

3. Practice Advertising & Promotion

- All forms of advertising and promotional activities including electronic media must be truthful, objective and verifiable.
- The information must not portray a sense of superiority, or specialty skills that are not earned and recognized by organized dentistry as a specialty.
- Promote public trust in dentists as health professionals. Advertising must be informative not self-aggrandizing.
- Be clear on the difference between urgent, necessary, preventive, elective and optional care and any health consequences of having, deferring or declining care. Be confident when explaining costs. Do not delegate this important discussion.
- Uphold the image of dentistry as a health care profession in all your promotional activities.
- Ensure your advertising does not degrade or undermine the credentials, practice philosophy or treatment protocols of your peers.
- Be mindful of promoting technology used in your practice that may not be appropriate for all patients, or supported by approved standards of care.
- Do not be influenced by marketing consultants to allow messages in your advertising or promotional strategy that contravene the Provincial Dental Board's Code of Ethics for Practice Advertising & Promotion.
- Remember that the principal dentist – not a staff member, web designer or ad salesperson – is responsible for all content in advertising and promotion.