

Principles

1. Your Professional Reputation Matters

- Every interaction is an opportunity to make a good impression as a health professional, inside and outside the oral health care setting. Be a good dentist in the minds of your patients, staff and peers.
- Always be honest, truthful and ethical in the promotion of your practice whether you are a Principal or Associate.
- Trust is a measure of your competency and integrity. A breach in competency can be addressed through an admission of responsibility and an effort to correct the deficiency. A breach of integrity may never be resolved and integrity is the foundational component for earning trust from patients and peers.
- ‘Word-of-mouth’ is still the proven advertising strategy to attract patients and build your practice. Your patients, staff and peers can all be influential advocates of your practice.
- Define and live your own brand as a dental health professional. Do not make [or allow others to make] false, misleading or grandiose promotional claims about your practice that could erode patient trust, or professional respect in you as a health care professional.
- Ensure your online and professional identity is aligned. Be mindful of what is written in social media and in electronic mail communications.
- Stand behind your work.
- Justify your decisions based on science-based dentistry.
- Treat patients as you would want to be treated yourself.
- Equip your office to protect the information in your patient files with restricted access to files, firewalls, daily back-up of information and anti-virus software. The transfer of patient information to another dental office should be afforded the same level of protection as the information stored in your office.