



# Practice Guideline

## Advertising

Denturists must ensure that advertisements related to their professional practice are honest, truthful, transparent and clear. “Advertisement” means any advertisement, announcement or information related to the member’s practice including printed and online media.

A denturist may only advertise for services that they are authorized and can perform competently and safely.

A regulated member must not purposefully choose a clinic name or use promotions that may cause confusion to the public regarding distinction between the practices of regulated members.

No advertisement may include information that:

- ☒ Is false, misleading or deceptive including by omission or by making partial disclosure only;
- ☒ Is not relevant to the public's ability to make an informed choice;
- ☒ Is not readily comprehensible to the person to whom it is directed;
- ☒ Is not verifiable by facts independent of personal feelings, beliefs, opinions or interpretations;
- ☒ Creates false or unjustified expectations of favourable results or uses fear to motivate the reader;
- ☒ Damages the integrity of the profession of denturism;
- ☒ Damages the integrity of another regulated member;
- ☒ Is detrimental to the best interest of the public;
- ☒ Claims superiority over another practice or member.

### A. CLAIMS OF SUPERIORITY

- ☒ A regulated member must not utilize advertising phrases or examples that denote, or perceive to denote, that their service or product is superior to that of another regulated member.
- ☒ The use of words that denote superiority of skills or exclusivity of technique is unacceptable.
- ☒ The regulated member must also ensure that the language used in their practice is not detrimental to the reputation and dignity of another regulated member.

Examples of unacceptable phrases	
State of the art	(Smallville's) choice ( <i>city/town name</i> )
New standard of care	Exceptional implant dentures
Top of the line	Superb fit
Premium dentures	Equilibrated dentures
Best price	Eliminate sore spots



## B. INDUCEMENTS

A regulated member may not offer or provide inducements, or be party to the offering or provision of inducements, on the condition that a patient obtains products or professional services from the regulated member.

Inducements include:

- ☒ rewards
- ☒ gifts (including cash)
- ☒ prizes
- ☒ coupons
- ☒ points or other mechanisms in incentive or loyalty programs that can be redeemed for rewards, gifts, cash, prizes or other goods or services

Examples of inducements
AIR MILES® Grocery-store points/rewards Aeroplan points Reduction in fees below the established fee schedule Requiring a patient to purchase one product in order to be allowed to purchase another product at the same time

## C. COLLEGE LOGO

No advertisement from a denturist related to their business or professional practice may include a College logo (current or past). The logo may not be used by any member or any third party for any purpose without the written permission of the College. The use of protected titles implies registration with the College.

## D. PROFESSIONAL FEES

- ☒ All information regarding professional fees must be complete, truthful and not misleading.
- ☒ Prices stated in advertisements must provide clear parameters regarding what the fee covers.
- ☒ The same fee must be charged for identical procedures, regardless of who is paying.
- ☒ Patients must be informed of applicable fees in advance of the service being rendered or the product being constructed.
- ☒ A regulated member must refrain from advertising:
  - i. free services<sup>1</sup>
  - ii. discounted services that vary from the employer's established fee schedule

<sup>1</sup> Free services may be offered for the purposes of:

- ☒ Providing general education or health promotion
- ☒ Informing the public about denturist services offered
- ☒ Rendering an opinion about the propriety of denturist services for an individual patient

No paid denturist service may occur on the same day as a free service.



Examples of phrases regarding professional fees	
Acceptable	Unacceptable
Direct-billing to insurers	- Free - No charge <i>When a patient does not have to pay out of pocket for a service or product because a third-party is paying, this is not a free service</i>
- \$XXX off standard denture set - Relines starting at \$XXX	\$150 off dentures

### E. USE OF TITLE OR DESIGNATION

- ☞ Only regulated members of the College may use the protected titles:
  - i. dentist
  - ii. registered dentist
- ☞ The College recognizes the use of the initials DD following a dentist's name
- ☞ Regulated members may use the title of denture specialist
- ☞ Regulated members may include the designation for post-secondary degree(s) earned by the practitioner after their name.
- ☞ Regulated members, regardless of degree earned, are not permitted to use the titles of Doctor or Dr.

Examples of professional titles and designations	
Acceptable	Unacceptable
Pat Smith, dentist	Dr. John Smith, DD <i>Misleading</i>
Pat Smith, DD, BSc	John Smith, DD, Honors <i>The honors distinction does not apply to the regulated member's registration, but to the NAIT diploma.</i>

Denturists may not use variations on titles permitted. Examples of unacceptable variations include the following	
Registered Denturist Certified Denturist D.D. Specializing in...	dd or d.d. Denture artist Cosmetic specialist Implant Specialist Implant Denture Specialist



#### **F. USE OF THE TERM IMPLANT**

A denture is not an implantable device and denturists are not authorized to place the implant used to support some dentures. As such, denturists must ensure that they do not state or imply that they provide implant services. The term implant must be used in conjunction with denture or type of dental prosthesis.

Examples of use of the term	
Acceptable	Unacceptable
Dentures over implants	Implants <i>Appears to indicate that implants are placed on premises.</i>
Implant Dentures	
Implant overdentures	Implant Specialist Implant Denture Specialist
Implant supported dentures/prostheses	