



Denturists must ensure that advertisements related to their professional practice are honest, truthful, transparent, and clear. Advertisement or advertising means any message, the content of which message is controlled directly or indirectly by the regulated member and expressed in any language and communicated in any medium relating to a regulated member's practice with the intent to influence the intended audience's choice, opinion, or behaviour.

A denturist must advertise only those services for which they hold authorization under the *Health Professions Act* 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 any regulated health professional.

No advertisement may include information that:

- ▶ Is false, misleading, or deceptive including by omission or by making partial disclosure.
- ▶ Is not relevant to the public's ability to make an informed choice.
- ▶ Is not readily understandable.
- ▶ 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 regulated 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
- New standard of care
- Top of the line
- Premium dentures
- Best price
- (Smallville's) choice (*city/town name*)
- Exceptional implant dentures
- Superb fit
- Equilibrated dentures
- 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 or client 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 Point/rewards
- Frequent flyer rewards
- Reduction in fees below the established fee schedule
- Requiring a patient or client to purchase one product in order to be allowed to purchase another product

## C. COLLEGE LOGO

No regulated member or third party may include any version of the College logo, whether current or past in an advertisement without the written permission of 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 or clients 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

**Examples of phrases regarding professional fees**

**Acceptable**

- Direct billing to insurers
- \$XXX off standard dentures
- Relines starting at \$XXX

**Unacceptable**

- Free
- No charge
- *When a patient or client 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*
- \$150 off dentures

**E. USE OF TITLE OR DESIGNATION**

- ▣ Only regulated members on the general register or the courtesy register of the College may use the protected titles:
  - i. dentist
  - ii. registered dentist
- ▣ Only regulated members on the provisional register of the College may use the protected title provisional dentist.
- ▣ The College recognizes the use of the initials DD following a regulated member'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.

**Denturists may not use variations on titles permitted. Examples of unacceptable variations include the following**

- |                        |                              |
|------------------------|------------------------------|
| • Registered Denturist | • dd or d.d.                 |
| • Certified Denturist  | • Denture artist             |
| • D.D.                 | • Cosmetic specialist        |
| • Specializing in...   | • Implant Specialist         |
|                        | • Implant Denture Specialist |

<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 or client

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

**Examples of professional titles and designations**

<b>Acceptable</b>	<b>Unacceptable</b>
<ul style="list-style-type: none"> <li>• Pat Smith, dentist</li> <li>• Pat Smith, DD, BSc</li> </ul>	<ul style="list-style-type: none"> <li>• Dr. John Smith, DD <i>Misleading</i></li> <li>• John Smith, DD, Honors <i>The honors distinction does not apply to the regulated member's registration, but to the NAIT diploma.</i></li> </ul>

**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.

<b>Examples of use of the term</b>	
<b>Acceptable</b>	<b>Unacceptable</b>
<ul style="list-style-type: none"> <li>• Dentures over implants</li> <li>• Implant Dentures</li> <li>• Implant overdentures</li> <li>• Implant supported dentures/prostheses</li> </ul>	<ul style="list-style-type: none"> <li>• Implants <i>Appears to indicate that implants are placed on premises.</i></li> <li>• Implant Specialist</li> <li>• Implant Denture Specialist</li> </ul>

