



Policy number	GP-21
Policy name	Advertising
Approved	June 14, 2019
Last reviewed	September 15, 2023
Scheduled review	Q3 2025

POLICY

Pursuant to section 102 of the *Health Professions Act* (HPA), “a regulated member shall not engage in **advertising** that is untruthful, inaccurate, or otherwise capable of misleading or misinforming the public”.

1. *Advertisements* must include information that is truthful, verifiable, and understandable.
2. A regulated member must advertise only those services for which they hold authorization under the HPA and can perform competently and safely.
3. No *advertisement* may include information that:
 - a. Is false, misleading or deceptive including by omission or by making partial disclosure
 - b. Is not relevant to the public's ability to make an informed choice
 - c. Is not readily understandable
 - d. Is not verifiable by facts independent of personal feelings, beliefs, opinions or interpretations
 - e. Creates false or unjustified expectations of favourable results or uses fear to motivate the reader
 - f. Damages the integrity of the profession of denturism
 - g. Damages the integrity of another regulated member
 - h. Is detrimental to the best interest of the public
 - i. Claims superiority over another practice or member
4. 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.
5. 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.
6. No 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.
7. A regulated member must refrain from *advertising*:
 - a. free services¹
 - b. discounted services that vary from the employer's established fee schedule
8. Use of title or designation
 - a. Only regulated members of the College on the general register may use the protected titles:
 - i. Denturist
 - ii. Registered denturist



COLLEGE OF ALBERTA DENTURISTS

- b. Regulated members on the provisional register may use the protected title of provisional denturist.
- c. The College recognizes the use of the initials DD following a regulated member's name.
- d. Regulated members may use the title of denture specialist.

DEFINITIONS

Advertisement(s) or Advertising: 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.

Inducement(s): is/are an act or thing that are not required but are intended to persuade someone and can affect upon objective decision making. Inducements include rewards, gifts, cash, prizes, coupons, points or other inducement mechanisms or loyalty program that can be redeemed for rewards, gifts, cash, prizes or other goods or services (i.e., reward points, sales, travel/gift reward programs).

APPENDICES

none

REFERENCES




CAD Advertising Guidelines

CAD Standards of Practice

DOCUMENT HISTORY

Date	Action	Rationale
03/09/02	Initial approval	
14/10/05	Review	
20/10/06	Review	
21/11/08	Review	
12/12/08	Review	
14/12/09	Review	
08/02/11	Review and Amendment	
08/02/13	Review	
25/09/15	Review and Amendment	
14/06/19	Review and Amendment	
25/06/21	Review	As scheduled
27/05/22	Review	As scheduled
15/09/23	Review and Amendment	As scheduled

¹ 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.