

RE: Student clinic promotion

Brothwell, Douglas <douglas.brothwell@usask.ca>

Wed 2020-12-23 4:46 PM

To: Mitch Taillon <mitch@saskdentists.com>

Cc: Heinrichs, Alan <alan.heinrichs@usask.ca>

Dear Dr. Taillon

Thank you for the opportunity to further clarify this important issue.

The College of Dentistry respectfully asks that it be able to continue to advertise its specific patient **needs** and the fact that it charges **reduced fees** for the dental services our students provide. We ask for continued special consideration only for our 3 educational clinics, namely the on-campus College of Dentistry Clinic, the Saskatoon West Dental Clinic, and the new Prince Albert Campus Dental Clinic. More specifically, the Saskatoon West clinic houses 6 dental students each day for the entire duration of the academic year, while the Prince Albert Clinic currently houses 4 dental students each day for the academic year. We do not ask for special advertising consideration for any of our other community clinics (i.e., LaLoche, Cumberland House) as these clinics are not involved in student education and do not have the same needs as do educational clinics.

The request to be able to advertise our specific patient **needs** (i.e., orthodontics, endodontics, removable prosthodontics) is important to ensure that, when faced with a shortage of certain dental procedures, we can recruit additional patients with those specific treatment needs. This is one important way of ensuring that all dental students get all of the procedural experiences they need prior to graduation.

The request to be able to advertise **reduced fees** is to address the chronic shortage of dental patients needed for the operation of the dental education program. Economic changes in Saskatchewan and Canada have created a situation where there are fewer families of low to middle income. As with all dental schools, the College of Dentistry attracts very few wealthy, insured patients, and similarly, attracts few very-low income families due to their access to public insurance coverage. Both of these groups prefer to visit private dental offices. Instead the College of Dentistry relies upon lower income, uninsured patients, mainly but not limited to elderly patients, who attend the dental school solely because of the increased costs associated with visiting private dental offices. Loss of the ability to periodically advertise our reduced fees will gravely impact our capacity to ensure an appropriate amount and mixture of clinical dental experience for our DMD and CDA students.

It is my sincere hope that the CDSS Board will understand and support the need for the College of Dentistry to advertise in this manner. Without it, the educational program will be direly affected, the Saskatchewan dental profession weakened, and the best interests of the public put at risk.

Finally, I would be happy to attend the upcoming CDSS Virtual Board Meeting to discuss the issue directly.

Regards

Doug

Stay Safe: mask, sanitize, 2-meters

Stay Well: connect, be active, self-care

Douglas Brothwell DMD, BEd, MSc, DDPH

Dean and Professor

College of Dentistry, University of Saskatchewan

Interim Executive Director

School of Public Health, University of Saskatchewan

Pronouns: [He/Him/His](#)

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From: Mitch Taillon <mitch@saskdentists.com>
Sent: Wednesday, December 23, 2020 3:53 PM
To: Brothwell, Douglas <douglas.brothwell@usask.ca>
Cc: Heinrichs, Alan <alan.heinrichs@usask.ca>
Subject: FW: Student clinic promotion

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Dr. Brothwell/ Dr. Heinrichs

Thank you for your letter of November 10, 2020. This letter was the result of a conversation I had with Dr. Brothwell on November 4, 2020 to discuss the application of the CDSS Advertising Standard to the College of Dentistry. My summary of that meeting is as follows:

1. I advised Dr. Brothwell that CDSS council wished to advise the COD that in the future the CDSS Advertising Standard will apply to the COD in the same way it applies to all other CDSS members.
2. Dr. Brothwell said that the COD has concerns with this change and the impact it will have on the COD going forward. I suggested that the COD can share those concerns with the CDSS council to consider. He confirmed the COD would do so. **The COD response has been attached to the meeting resources for the Jan 7-8 CDSS Council meeting and this issue has been placed on the Council agenda for consideration and discussion.**
3. I raised the operational concern that the COD has requested rushed reviews of content by the ARC and that ARC wants members to give 4 weeks lead time. He agreed to this and will advise COD staff of this.

At a recent CDSS Executive meeting this issue was discussed with consideration of the COD response of November 10, 2020. The executive requested that I contact you to seek further clarification on the following from your letter of November 10, 2020:

“ The COD respectfully asks CDSS to reconsider and continue to approve COD advertising that includes some mention of reduced fees”

Specifically, CDSS would request further clarification on which COD dental clinics/facilities you would request be approved to advertise some mention of reduced fees:

- Dental Clinic, U of S
- PA Dental Clinic
- Other U of S COD Community based Dental Clinics

CDSS would like to get a better understanding of the challenges such a change in the application of the CDSS Advertising Standard would have on the COD. If I can be of further assistance in understanding the CDSS request for clarification, please feel free to contact me directly.

Respectfully,
Dr. Mitch Taillon

From: Heinrichs, Alan <alan.heinrichs@usask.ca>
Sent: November-12-20 11:26 AM
To: Mitch Taillon <mitch@saskdentists.com>
Cc: Brothwell, Douglas <douglas.brothwell@usask.ca>
Subject: Student clinic promotion

Good morning Mitch,

Please accept the attached letter for your consideration.

Best personal regards,

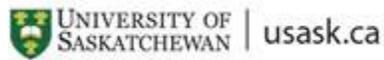
Alan

Alan Heinrichs, DMD

Assistant Dean - Clinics

College of Dentistry

Ph: 306-966-5162



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