

# CDSS Advertising Standard

Revision Proposed to Council October 28, 2017

1. The CDSS is not limiting advertising but it wishes to control the content of external advertisements to protect the public from advertising that:
  - (i) is inaccurate; misleading; untruthful; fraudulent; non-objectively verifiable; personal opinion; an interpretation; a testimonial;
  - (ii) includes uniqueness; comparisons; statements that are unprofessional, undignified, deprecating, or could be perceived to take advantage of physical, emotional or financial duress; promises of better results or unjustified expectations; references to materials, techniques, equipment; references to coupons or giveaways; names of staff, retired members (after 1 year), former associates and partners.
2. Frequency, size, location and medium of advertising are not controlled but must otherwise comply with the bylaws and this standard and be in good taste, professional and observe the dignity and ethics of the profession.
3. CDSS members are responsible for any communication/advertising that has a bearing on their practice. Therefore, it is important that members ensure that their staff or agents, who are responsible for such duties, understand this standard. If you or your advertising agents have questions about developing any of your advertisements, the Quality Assurance Committee/Advertising Review Committee will answer your questions. Following your (the members) review of the draft, the committee will review the draft advertisement and make suggestions as required.
4. All CDSS licensed members have an obligation to present options for patients (informed consent process) and to provide all appropriate oral health services to patients either within their practice or by referral to appropriate colleagues. Internal marketing, advertising and information directed to patients within a practice facility, and through various media to patients of record, must be accurate and not be capable of misleading the public (as in 6 below); must be professional and observe the dignity and ethics of the profession (as in 7 below); and must meet the CDSS Informed Consent Standard.
5. **Persons Who May Advertise**  
The only persons who are permitted to advertise are Full Practicing Members pursuant to Part 2 of the Bylaws.
6. **Advertising by a Member**  
Advertising, promotion and other external marketing activities must be accurate and not be capable of misleading the public; and must:
  - (a) Not misrepresent the facts;
  - (b) Not be untruthful, not false;
  - (c) Not be misleading, deceptive, fraudulent;
  - (d) Be objectively verifiable;
  - (e) Not include personal feelings, beliefs, interpretation, opinions, and testimonials.

7. Advertising, promotion and other external marketing activities must be professional and observe the dignity and ethics of the profession and therefore should not include:
  - (a) Uniqueness, comparisons to other providers;
  - (b) Undignified statements;
  - (c) Deprecating statements about other members;
  - (d) Statements in bad taste that could harm the profession;
  - (e) Promises of better results or unjustified expectations;
  - (f) Coercion, duress, harassment to take advantage of physical, emotional, financial duress;
  - (g) Coupons and giveaways;
  - (h) Reference materials, techniques, equipment;
  - (i) Specialities, implied or otherwise, that are not recognized by the College.

#### **8. Internal Marketing**

The content of “internal advertising” or “internal marketing” directed to patients in the dental office and directed to “patients of record” must also be truthful and not misleading, deceptive or fraudulent. Appropriate informed consent process, providing balanced information that will facilitate informed choice is essential for internal advertising (internal marketing) with “patients of record”.

#### **9. Names of staff**

Names of staff, retired dentists (after 1 year), former associates, and former partners should not be used in external advertising or against their wishes in internal communications.

#### **10. Permitted Designations**

Only the degrees D.D.S., D.M.D. and any earned academic degree, earned academic diplomas or earned academic certificates are allowed where an earned academic degree, earned academic diploma or earned academic certificate is one which is awarded by an accredited educational institution recognized by the CDSS; and honorary degrees or fellowships shall be limited to scientific papers, curriculum vitae, and communications which are not used for the direct solicitation of patients (external advertising).

#### **11. Non-Specialists**

A dentist without a specialty license may communicate or advertise one or more of the CDSS recognized specialties provided that the dentist further clearly states in such advertisement that the specialty services are provided by a dentist who is not a specialist.

#### **12. Specialists**

Any member that wishes to advertise as a specialist in a CDSS recognized specialty must be licensed as a specialist in the specialty being advertised.

#### **13. Dental Practice Names**

Clinic names are considered to be external advertising and must be approved and must comply with the CDSS Advertising Standard.

14. Professional Corporation names must be approved and must comply with the professional corporations Act and if they are to be used in external advertising they must be compliant with the CDSS Advertising Standard.

15. Acceptable dental practice names are the following: Practice; Office; Group; Clinic; Studio; or Centre.

16. Acceptable dental practice names do not include the word ‘Emergency’ (as per 34. below)

### **17. Modes of External advertising**

“Sponsorships”, “donations” “yellow pages”, “phone book”, “flyers”, “on-line”, “infomercials”, “news articles”, “advertorials”, “new business profiles”, “new clinics and new dentist’s announcements”, “announcements of awards”, “holiday well wishes”, “signage”, “billboards”, “tradeshow booths”, “social media promoted posts and sponsored ads”, “first 140 characters of your website”, and online search results, are considered to be external advertising and should respect these guidelines.

### **18. Signage**

It is permissible for members to display signs at the entrance to their Practice facility and adjacent to the premises provided that the signs are compliant with the Bylaws and this Advertising Standard.

### **19. Radio and Television Advertising**

Radio and television advertisements are subject to the same advertising standard as other media;

- (i) Radio and television advertising can refer to websites;
- (ii) “Ask the Expert” or “infomercial” or “advertorial” type radio and television programs or similar written articles are considered non-compliant for members other than those preapproved by the College. The ARC reserves the right to appoint a CDSS representative who could participate in such programs or collaborate in such articles to inform the public about oral health care services;

### **20. Online Advertising**

‘On-line’ display advertisements (all pages) supplied by Direct West or other vendors must comply to the same principles as phone book display advertising and pursuant to other articles in this document;

21. The content of display ads that are listed as search results in the various search engines must be compliant. Videos, profiles, “second pages” with “in office detail” must be placed within a member’s website;

22. Social media profiles (Facebook, Twitter, Instagram, Google+ etc.) are similar to websites or in office newsletters and are treated as “in office marketing”. However: online advertising on social media, promoted posts, sponsored ads, or search engine advertising (Google, Bing, Yahoo, etc.) are all considered to be external advertising and must comply with this standard. Therefore, online search result listings must show only compliant content to the public.

### **23. Website Advertising**

The College is treating a website as “in-office marketing” (as in 8 above) similar to a member of the public phoning a dental office and receiving information from the receptionist or from a pre-recorded phone message. Similar to “phoning” a dental office, a person actually has to seek out a website by “clicking” on an icon, name or ad or by “scanning” a QR code. The standard for website advertising is that dental treatment options, risks and benefits should be presented on websites in an understandable form that would satisfy the informed consent process, as should be done for presentations to patients within the dental office.

24. The content in the first 140 characters of your website must be compliant with the CDSS Standard of external advertising so that online search result listings will show only compliant content to the public.

25. Members must contact their web designer to make certain that their website search results are compliant. Google's process of indexing your site and subsequently displaying it in search results, is automated. You can prompt the re-indexing via Googles Webmaster Tools (<http://www.google.com.webmasters/>)

26. Website domain names and addresses are external advertising and must also comply with the CDSS Advertising Bylaws and the CDSS Advertising Standard.

### 27. **Tradeshow Booths**

A tradeshow booth is external marketing (as in 16 above) and therefore must be compliant with the CDSS Advertising Bylaws and CDSS Advertising Standard;

28. Signage, handouts, giveaways, etc. available at the booth must be compliant with the CDSS Advertising Bylaws and CDSS Advertising Standard;

29. Large active projection screens and monitors are 'billboards' (as in 16 above) and must be compliant with the CDSS Advertising Bylaws and CDSS Advertising Standard;

30. Handouts of printed material should contain only generic dental information with no specific products or materials named;

31. Giveaways and retail products should be limited to preventive oral health, 'over the counter' products with no conditions attached;

32. CDSS considers it to be unprofessional and inappropriate to perform clinical procedures at a tradeshow booth or at a temporary kiosk.

33. **Examples of external advertising that should not be used, include but are not limited to,** Pursuant to 6. and 7. above:

- (i) "Our (Concern, Emphasis, Goal, Mission, Philosophy, Priority, Vision) is to..."
- (ii) "(Advanced, Current, Cutting Edge, Innovative, Latest, Modern, Progressive, Special, State of the Art, Up to Date) Equipment, Materials, Techniques, and Technology"
- (iii) "(Advanced, Complete, Current, Cutting Edge, Innovative, Latest, Modern, Progressive, Special, State of the Art, Up to Date) Infection Control, Sterilization Procedures, and Water Line Disinfection"
- (iv) "(Advanced, Current, Cutting Edge, Innovative, Latest, Modern, Progressive, Special, State of the Art, Up to Date) Education, Thinking, and Training"
- (v) "...Numerous Years of Experience"
- (vi) "(Amazing, Best, Caring, Experienced, Friendly, Gentle, Highly Trained, Licensed, Professional) Assistants, Hygienists, Therapists, Staff, and Team"
- (vii) "(Comprehensive, Individualized, Personalized) Care, Dental Health, and Dentistry"
- (viii) "(Amazing, Best, Exceptional, Excellent, Outstanding, Painless) Dentistry"
- (ix) "Life-long Solutions"
- (x) "(Comfortable, Convenient, Friendly, Gentle, Positive) Atmosphere, Care, Dentistry, and Environment"
- (xi) "Latex Free Environment"
- (xii) "Children's Activity Center", "Televisions, Tablets, Headphones", and "Free Wifi"
- (xiii) "Free Parking"
- (xiv) "Three Great Locations to Serve You Best"
- (xv) "Affordable Dental Care" and "Personalized Payment Plans"

- (xvi) “All Insurance Accepted”, “Direct Billing”, “Electronic Billing”, and “Insurance Assignment”
- (xvii) “Evenings, Extended Hours, Weekends” and Similar General Terms.
- (xviii) “Evenings and Saturdays by Appointment Only”
- (xix) “...and Receive a Free...”
- (xx) “Behind Every Great Smile...”, “We Love to See You Smile”, “Come Show Us Your Smile”
- (xxi) “Air Abrasion”
- (xxii) “Laser Dentistry”
- (xxiii) “Cosmetic Dentistry”
- (xxiv) “In Office Whitening”, Zoom Whitening”, and “Whiter Brighter Smile”
- (xxv) “Mercury Metal-Free Fillings”
- (xxvi) “One Appointment Crowns”
- (xxvii) “High Quality Restorations”
- (xxviii) “Fixed, Functional, Clear Aligner Orthodontics”
- (xxix) “Preventive Dentistry”
- (xxx) “Routine Checkup and Cleaning”
- (xxxi) “Ultrasonic Cleanings”
- (xxxii) “Nonsurgical...”
- (xxxiii) “Wisdom Teeth Extractions”
- (xxxiv) “Dental Implants – Regain the Security, Appearance, and Strength of Natural Teeth”
- (xxxv) “Digital X-rays and Radiography”
- (xxxvi) “Sleep and Sedation Dentistry”
- (xxxvii) “Sleep Apnea and Snoring Appliances”
- (xxxviii) “TMJ Management”
- (xxxix) “Holistic and Naturopathic Dentistry”

34. Pursuant to consistency with previous application of the Standard:

- (i) ‘Client’ – use ‘Patient’ (Patient is the preferred terminology of the College and is the term used in the guideline);
- (ii) ‘Family Dentistry’ – use ‘General Dentistry’ (continued use of Family will be permitted on clinic signage that was in place prior to the Advertising Bylaws that were approved by Government in May 2006);
- (iii) If specific days of the week are to be mentioned, then all practice days and the usual hours for each practice day must be mentioned;
- (iv) Punctuation that plays on the patient’s emotions (!, :, ?) are considered non-compliant;
- (v) Call, Visit, Contact, Please Call, Find Us On, We accept, are considered non-compliant;
- (vi) Holiday Greetings/Well Wishes, that are in good taste, are considered compliant;
- (vii) ‘New Patients Welcome’ and ‘Accepting New Patients’ are considered compliant;
- (viii) Children’s Dentistry = Pediatric Dentistry.

35. Pursuant to implied specialties, include but are not limited to:

- (i) Las Vegas Institute of Cosmetic Dentistry Masters Graduate
- (ii) Pacific Aesthetic Continuum Live Cosmetic Advance Program Graduate
- (iii) Pankey Institute Graduate
- (iv) Kois Center Graduate
- (v) Spears Education Graduate
- (vi) Cosmetic Dentistry
- (vii) Implantology

- (viii) Sedation, Pain Anxiety Management
- (ix) TMJ Management
- (x) Homeopathic, Holistic, Naturopathic Dentistry, Biological Dentist
- (xi) Laser Dentistry
- (xii) One Appointment Crowns (Cerec, etc.)
- (xiii) Clear Aligner Orthodontic Appliances (Invisalign, etc.)
- (xiv) Sleep Apnea and Snoring Appliances

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