

Below is the report given by the PCC at Fall Council. We have the following updates to make since that time:

**1. With respect to the evaluation of the Cayton Report, Dr. Taillon passed along the following information:**

- i) Communication at the end of the investigation  
- the wording has been confirmed after consultation with legal counsel- this would be incorporated into the Brochure that goes out to complainants as part of the package, same wording would go into the forms the complainant signs and then of course in the return letter to the complainant- so all is ready to be put in place for the new Registrar should they choose to do so
  
- ii) Posting Redacted Case Summaries  
- this has not been developed, will need consent of the member in question and the actual summary will need to be developed by someone preferably that is not staff/probably PCC.  
  
- **DISCUSSION POINT**- as an interim measure would we want to look at posting any type of statistics regarding PCC cases (ie. Advertising, vs Clinical Care and information on how many are NFA, C2C, Disciplines)
  
- iii) Timelines for the PCC Process  
-no new information at this time

**2. PCC Case Numbers**

- i) 2020-Clinical (29), Advertising (46), Other (7)
- ii) 2019-Clinical (32), Advertising (17), Other (7)

- To date there have been 82 Complaints made to the CDSS office in 2020. The investigation has been completed for 68 and the remaining 14 are still under investigation.

-Reason for the increased in Advertising was the issues with the threebeestrated.ca as well as all the media responses during the initial Covid response.

**3. In response to some of the advertising issues, the PCC and ARC have a joint submission to appear in a newsletter/email blast. PCC/ARC would like Council to approve this messaging first.**

*The CDSS recently received several complaints regarding members who had signage posted on the windows and doors of their office that was outward facing and targeted towards individuals who were*

not in the office (external advertising). This signage referenced products that were used in the office (ie: Cerec, Zoom Whitening, Invisalign).

The CDSS would like to remind all CDSS members that per the CDSS Advertising Standard Section 15 Subsection (viii):

15. Advertising, promotion, and other marketing activities must be professional and observe the dignity and ethics of the profession and therefore should not include:

(viii) Reference materials, techniques, equipment, and services;

This statement holds for all CDSS members, regardless if they are specialist members or a general practitioner.

The CDSS respectfully asks that all CDSS members evaluate their own practice to confirm they don't have any signage that would violate this or any other CDSS Advertising Standard.

The CDSS has also received numerous complaints regarding members who advertise using Google and sponsored social media posts. These advertisements commonly include reference to specific services or implied specialties (fillings, crowns, orthodontics/Invisalign, dentures, implants, child/children's dentistry, etc.) or include descriptive terms such as (quality, caring, modern, pain free, state of the art, etc.)

The CDSS would like to remind all CDSS members that per the CDSS Advertising Standard Section 6, Section 14 Subsection (iv, vii), and Section 15 Subsection (viii):

6. A dentist without a specialty license, a "general dentist", may communicate or advertise one or more of the CDSS recognized specialties (as per sec. 7) provided that the general dentist further clearly states in such advertisement that the specialty services are provided by a dentist who is not a specialist ("not as a specialist").

14. Advertising, promotion, and other marketing activities must be accurate and not be capable of misleading the public; and must:

(iv) Be objectively verifiable;

(vii) Not include personal feelings, beliefs, interpretations, opinions, bias, and testimonials.

15. Advertising, promotion, and other marketing activities must be professional and observe the dignity and ethics of the profession and therefore should not include:

(viii) Reference materials, techniques, equipment, and services;

Important: Members should be aware that Google adwords are frequently manipulated by Google without the advertising member being aware of these changes. These "Smart Ads" or "Smart Campaigns" are a common source of complaints as they may include non-compliant words or phrases that were not part of the original ad. Members are encouraged to review the settings for their Google advertisements, and have a discussion with their website or marketing caretakers to prevent this issue.

## **Professional Conduct Committee Report to the CDSS Fall Council (October 2020)**

The CDSS PCC recently evaluated several of the processes and communication pieces of the PCC. This was based on a review of the Cayton Report as well as feedback from complainants and CDSS Members. The suggestions of the PCC were provided to Dr. Taillon and Marion Lafreniere for them to evaluate and to discuss with legal counsel. The three topics of discussion were the following:

- i) Communication with the complainant at the end of an investigation especially in cases where there is either No further Action or a Confidential Consent to Conditions has been signed.
- ii) Posting of redacted case summaries on the CDSS Website in the Members section
- iii) Creating timelines and goals for the PCC Process

The Professional Conduct Committee (PCC) continues to operate under the mandate of the Dental Disciplines Act.

The Professional Conduct Committee is a Statutory Committee required under the Dental Disciplines Act (The Act) Section 28(1), stating each association shall establish a Professional Conduct Committee. In addition, as required under The Act Section 15 (2) (f) (i) each association can make bylaws to prescribe procedures for the review, investigation and disposition of complaints by the PCC or the mediation of complaints alleging that a member is guilty of professional misconduct or professional incompetence.

The PCC includes Registrants of the CDSS as well as a member of the public. The Professional Conduct Committee receives tireless support and organization from Marion Lafreniere at the CDSS office.

The PCC continues to work closely with the Advertising Review Committee as well as the Quality Assurance Committee. The PCC continually relies on the expertise and analysis of both of these committees to aid in its decision making.

The PCC investigates and provides a written report on all complaints that are made to the College of Dental Surgeons of Saskatchewan. Following the review of each case, the PCC will arrive at one of the three decisions:

- i) Request that the Discipline Committee hear and determine the formal complaint set out in the written report.
- ii) No further action is warranted on the facts of the case.
- iii) The matter will be resolved and no further action will be necessary after signing and meeting the requirements of a Consent to Conditions agreement.

To date there have been 71 Complaints made to the CDSS office in 2020. The investigation has been completed for 32 and the remaining 39 are still under investigation.

Thank you to all the members of the PCC who dedicate enormous amounts of their time, experience, and knowledge to help ensure that this vital role of the CDSS is executed.

Respectfully submitted,

Dr. Drew Krainyk, Chair

Dr. Jay Lalli, Co-Chair