



Guide to Standard of Practice: Advertising

The College's Standard of Practice: Advertising establishes the College's expectations of Registered Denturists in relation to advertising activities. This Guide to the Standard offers further information regarding elements surrounding advertising and how to apply the Standard in practice.

What is a testimonial?

A testimonial is a written or spoken statement in which someone says that they used a product or service and says or implies that they benefitted from or liked it, or a written or spoken statement that praises someone's work, skill, or character, for example.

What is an endorsement?

An endorsement is the act of giving public approval or support to someone or something. Endorsements are a specific type of advertising that usually employ a celebrity or a professional to say good things about a product or service. Sometimes an endorsement and a testimonial might be the same thing.

How can I make sure that claims made in advertisements are true, accurate and verifiable?

Whatever you say in your advertisement must have some independent proof to verify it. Ask yourself how you could prove to the College that the statements in the advertisement were true.

Different kinds of advertising claims will require different kinds of proof.

For example, a claim about clinical outcomes might require the same kinds and level of proof that you would see in a peer-reviewed journal.

Other types of statements, such as saying "parking is free for patients" would simply require that the claim be true and could be double checked by the College if necessary.

I work in a multi-discipline practice and my employer takes care of all of the advertising. Am I still responsible for the advertising of the denturism services in the practice?

Yes. The denturist is responsible for any advertising that refers to denturism services. This means that you must take all reasonable steps to change any advertising that you are aware of that does not meet the Standard.

This might include:

1. Making the employer aware of the expectations in the College's Standard of Practice: Advertising.
2. Requesting changes in writing to any advertising that does not meet the Standard.
3. Following up to make sure the changes have been made.

What is included in a complimentary consultation?

It is an expectation articulated in the Standard of Practice: Advertising that advertising be clear, accurate, verifiable, easy to understand and not misleading. If a denturist advertises that they offer free or

complimentary consultations, the components of that consultation must be clearly communicated to the public.

For example, if the consultation is a cursory assessment, and not a detailed examination, the person receiving the advertisement should understand that the only information provided during this assessment would be a general description of options for treatment.

Alternatively, if the consultation includes an examination and a detailed, personalized assessment, the person receiving the advertisement should understand that the information provided will be used to create a patient-specific description of the options for treatment.