



Standard of Practice: Advertising

Preamble

In advertising, professionals seek to provide information about the services they provide, with a view to influencing the public's choice. When the public accesses advertising, they are seeking information that is true and accurate regarding a service or service provider. The Standard of Practice: Advertising will assist denturists in understanding their legal and professional responsibilities pertaining to issues of advertising without restricting a denturist's business practice freedom or inhibiting marketplace competition and innovation.

Definition

Advertisement refers to any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium to anyone with the intent to influence their choice, opinion or behaviour.

The Standard

A denturist meets the Standard of Practice: Advertising when he/she:

1. Uses advertising that:
 - a. Is true, accurate, and verifiable;
 - b. Is easy to understand, not misleading or intentionally confusing;
 - c. Contains no comparisons to, or claims of superiority over, another member's practice or expertise;
 - d. Contains no superlatives or comparative terms;
 - e. Contains no stated or implied guarantees of treatment results;
 - f. Contains no direct, indirect or implied testimonials or endorsements;
 - g. Contains no references to third-party websites or publications that carry testimonials or endorsements of denturists;
 - h. Clearly states the fees and services covered by any advertised fees so that anyone reading the advertisement will know what is being offered and how much it will cost.
2. Retains responsibility for any advertisement communicated on their behalf in any medium or platform (Facebook, Twitter, LinkedIn). This responsibility does not extend to messages communicated by individuals on third-party websites.
3. Does not market a reduction or discount in fees or offer or provide coupons for services, except for a complimentary consultation.
4. Applies advertised fees to all patients, regardless of whether they were aware of an advertisement and regardless of whether they have dental insurance coverage.
5. Includes the member's name and the approved name of the member's clinic on any advertising.
6. Does not contact or communicate, directly or indirectly (through the actions of another person), by any means, including face-to-face, telephone, or electronic modes of communication in an attempt to solicit patients.
7. Does not advertise money-back guarantees or warranties.

References

O. Reg. 854/93: *Professional Misconduct*, paragraph 10, 17, 18, 26, 32, 47.
<http://www.ontario.ca/laws/regulation/930854>

The Canadian Code of Advertising in Canada (accessed November 10, 2016)
<http://www.adstandards.com/en/standards/canCodeOfAdStandards.aspx>

Misleading Advertising and Labelling. Competition Bureau, Government of Canada (accessed November 10, 2016)
<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02776.html>

“Misleading Advertising.” *Canadian Consumer Handbook*. Federal-Provincial-Territorial Consumer Measures Committee (accessed November 10, 2016)
<http://www.consumerhandbook.ca/en/topics/consumer-protection/misleading-advertising>

“Advertising Standard,” College of Physiotherapists of Ontario (accessed November 10, 2016)
<http://collegept.org/Standards/Advertising>

“Practice Advisory, Professional Advertising” (November 2012). Royal College of Dental Surgeons of Ontario (accessed November 10, 2016)
http://www.rcdso.org/Assets/DOCUMENTS/Professional_Practice/Practice_Advisory/RCDSO_Practice_Advisory_Professional_Advertising.pdf

“Self-regulated professions – Balancing competition and regulation” Competition Bureau, Government of Canada (accessed November 10, 2016) <http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02525.html>

“Advertising Restrictions” Competition Bureau, Government of Canada (accessed November 10, 2016)
<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/04142.html>

Clinic Name Policy, College of Denturists of Ontario, September 2016,
<http://cdo.in1touch.org/uploaded/web/documents/Clinic%20Name%20Policy%20-%20Final%20-%20approved%20September%202016.pdf>

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