



Standard of Practice: Conflict of Interest

Preamble

Within the context of the denturist-patient relationship, the primary concern and duty of the denturist must be the protection and promotion of a patient's best interests and well-being.

Situations where competing interests are present do arise for a denturist. Such conflicts of interest exist when a personal interest of a denturist or that of a family member, or a corporation over which a denturist or family member may have substantial control, would reasonably affect a denturist's professional judgment. A conflict of interest can be real, potential, or perceived and can be direct or indirect. Not all instances of conflict of interest involve a financial benefit.

If denturists allow their personal or private interests to interfere with their patients' best interests, they erode the public's trust and confidence in the profession. It is the College's expectation that denturists reflect on and recognize any potential, real or perceived conflicts of interest that may exist within the context of the denturist-patient relationship and that they take the appropriate steps to acknowledge and manage such conflicts. Practising the profession while in a conflict of interest is a serious matter and is expressly prohibited by the College's Professional Misconduct Regulation.

The Standard

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

1. Identifies an actual, potential or perceived conflict of interest.
2. Addresses, manages and/or avoids actual, potential or perceived conflicts of interest in a proactive manner.
3. Maintains a professional Denturist-Patient relationship when avoiding or managing a real or perceived conflict of interest.
4. Ensures that safeguards to eliminate concerns are applied when a conflict of interest cannot be avoided.
5. Documents in the medical record any potential, real, or perceived conflict of interest and how it was managed.

Legislative References

O. Reg. 854/93: *Professional Misconduct*, paragraph 8 <http://www.ontario.ca/laws/regulation/930854>

Other References

Guide to the Standard of Practice: Conflict of Interest, College of Denturists of Ontario

Important Legal Principles Practitioners Need to Know, Jurisprudence Handbook, College of Denturists of Ontario, 2017.

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