



Standard of Practice: Advertising & Clinic Names

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.

This Standard of Practice will assist Denturists in understanding their legal and professional responsibilities with respect to advertising and clinic naming. This updated Standard of Practice replaces the former Standard of Practice: Advertising.

Definitions

Advertisement means 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.

Testimonial means any 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.

1. Advertising

A Denturist meets the Standard of Practice for Advertising when:

1. An advertisement with respect to their practice or place of practice:
 - a. Is true, accurate, factual, and verifiable;
 - b. Is easy to understand, not misleading or intentionally confusing;
 - c. Does not contravene relevant federal or provincial law concerning advertising;
 - d. Contains no comparisons to, or claims of superiority over, another Denturist's practice or expertise;
 - e. Contains no superlatives or comparative adjectives or descriptions regarding the quality of the services or persons referred to in the advertising;
 - f. Does not include anything that will promote an image that will negatively impact on public confidence in the delivery of healthcare services or promote a demand for unnecessary healthcare services
 - g. Contains no stated or implied guarantees of treatment results;
 - h. Contains no direct, indirect or implied testimonials;
 - i. Contains no references to third-party websites or publications that carry testimonials about Denturists;
 - j. Clearly states the fees and services covered by any advertised fees so that anyone reading, viewing or hearing the advertisement will know what is being offered and how much it will cost.
2. They retain responsibility for any advertisement communicated on their behalf in any medium or platform. This responsibility does not extend to messages communicated by individuals on third-party websites.

3. They do not market a reduction or discount in fees or offer or provide coupons for services, with the exception of a complimentary consultation.
4. Advertised fees apply to all patients, regardless of whether they were aware of an advertisement and regardless of whether they have dental insurance coverage.
5. They include their name and/or the name of their clinic in any advertising.
6. Soliciting an individual, including by face-to-face, telephone, or electronic modes of communication:
 - a. The individual who is the subject of the solicitation is advised, at the earliest possible time during the solicitation, that:
 - i. The purpose of the communication is to solicit use of the Denturist's professional services; and
 - ii. The individual may elect to end the solicitation immediately or at any time during the solicitation if they wish to do so; and
 - b. The communication ends immediately if the individual who is the subject of the solicitation so elects.
7. They do not advertise money-back guarantees or warranties.

2. Clinic Names

A Denturist meets the Standard of Practice for Clinic Names when the name of their clinic meets the following:

1. Shall not be perceived as superior ("better than");
2. Shall not bring the profession in disrepute;
3. Is not misleading;
4. Is not identical or similar sounding to another clinic name in use by another Denturist within Ontario;
5. When purchasing or taking over an existing denture clinic, does not adopt or use the former clinic name if the clinic name included any portions of the former Denturist owner's name.

Legislative References

O. Reg. 854/93: Professional Misconduct, paragraph 10, 11, 17, 18, 19, 20, 22, 25, 26, 27, 32, 32.1, 32.2, 34, 47, 48.

Competition Act (R.S.C., 1985, c. C-34)

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