



## Standard of Practice: Advertising

### Stakeholder Consultation

April 6, 2018

#### Background:

Since the time that the new Standard of Practice: Advertising came into effect on March 1, 2018, the College has received feedback from denturists advocating for the advertising of complimentary consultations. The Standard Statement #3 of the [Standard of Practice: Advertising](#) states:

*A denturist meets the Standard of Practice: Advertising when he/she:  
Does not market a reduction or discount in fees or offer or provide coupons for services.*

The current interpretation of this statement includes a prohibition on advertising a “complimentary” or “free” consultation as this is viewed as a 100% reduction in a fee.

Much of the feedback received by the College asserts that prohibiting the advertising of “complimentary” consultations is a barrier to the access to care and service and that it is in the public interest to know if a clinic offers free consultations. This particular issue was not apparent or raised at the time of the initial stakeholder consultation for the draft [Standard of Practice: Advertising](#). Given the possibility that this advertising restriction may be creating a barrier in access to denturism care, the College Council felt it necessary to revisit this aspect of the Standard and to obtain further stakeholder input.

#### Consultation:

As part of this stakeholder consultation, this email is being sent to you requesting your feedback and comments.

#### Proposed Amendment to Standard of Practice: Advertising:

Standard Statement #3 currently states that a denturist meets the [Standard of Practice: Advertising](#) when he/she:

*Does not market a reduction or discount in fees or offer or provide coupons for services.*

Council is proposing the following amendment:

*Does not market a reduction or discount in fees or offer or provide coupons for services, **with the exception of a complimentary consultation.***

Please take a few minutes to review the proposed amendment. Once you have reviewed the proposed amendment, you may complete the short survey if you wish to provide comments, feedback or have questions. Standard setting benefits from the input of all stakeholders and the College Council thanks you in advance for your contribution.

Your feedback is requested on or before **Tuesday June 5, 2018.**

[Click HERE to access the survey for proposed amendment to Standard Statement #3 of the Standard of Practice: Advertising](#)

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