



The College of  
**Dental Surgeons**  
of Saskatchewan

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**CDSS ADVERTISING STANDARD**

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**January 10, 2020**

# CDSS Advertising Standard

1. The basic intent of this CDSS Advertising Standard is to protect the public interest and to ensure that advertisements by dentists do not deprecate the professionalism, integrity, and ethics of the dental profession.
2. The CDSS is not limiting advertising but it wishes to control the content of advertisements to protect the public from advertising that:
  - (i) is inaccurate; misleading; untruthful; fraudulent; not objectively verifiable; subjective; personal opinion; an interpretation; a testimonial;
  - (ii) includes non-objectively verifiable statements of superiority, uniqueness, and comparison; statements that are unprofessional, undignified, deprecating, or could be perceived to take advantage of physical, emotional or financial duress or urgency; suggestion of better results or unjustified expectations; and references to materials, techniques, equipment.
3. The frequency, size, location, and medium of advertising are not controlled but must otherwise comply with the CDSS Advertising Bylaws; this CDSS Advertising Standard; and be in good taste, professional, and observe the dignity and ethics of the profession.

## Persons Who May Advertise

4. The only persons who are permitted to advertise are Full Practicing Members pursuant to Part 2 of the CDSS Regulatory Bylaws.
5. All CDSS licensed members, regardless of their position within a practice or corporation, are responsible for any communication or advertising that has a bearing on their practice. Therefore, it is important that members, staff, and advertising agents, who are responsible for such advertising duties, understand this CDSS Advertising Standard.

## Non-Specialists

6. A dentist without a specialty license, a “general dentist”, may communicate or advertise one or more of the CDSS recognized specialities (as per 7. below) provided that the general dentist further clearly states in such advertisement that the specialty services are provided by a dentist who is not a specialist (“not as a specialist”).

## Specialists

7. Any member that wishes to advertise as a specialist in a CDSS recognized specialty must be licensed as a specialist in the specialty being advertised.
  - (i) Endodontics
  - (ii) Oral and Maxillofacial Surgeon
  - (iii) Oral Medicine and Pathology
  - (iv) Oral Radiology
  - (v) Orthodontics
  - (vi) Pediatrics
  - (vii) Periodontics
  - (viii) Prosthodontics
  - (ix) Public Health Dentistry

## Names of Staff

8. Names of staff, retired dentists (after 1 year), former associates, and former partners must not be used in advertising.

## **Permitted Designations**

9. Only the degrees D.D.S., D.M.D. and any earned academic dental degrees, earned academic dental diplomas, or earned academic dental certificates are allowed where:
  - (i) an earned academic dental degree, earned academic dental diploma or earned academic dental certificate is one which is awarded by an accredited educational institution recognized by the CDSS;
  - (ii) and honorary degrees or fellowships shall be limited to scientific papers, curriculum vitae, and communications which are not used for the direct solicitation of patients.

## **Dental Practice Names**

10. Practice names are considered to be advertising and must be approved and must comply with the CDSS Advertising Bylaws and this CDSS Advertising Standard.
11. Acceptable dental practice names are the following: Practice; Office; Group; Clinic; Studio; or Centre.
12. Acceptable dental practice names do not include the implied specialties 'Family' or 'Emergency' (as per 7. above).
13. Professional corporation names, if to be used for advertising, must:
  - (i) be approved by the Quality Assurance Committee/Advertising Review Committee;
  - (ii) comply with the Professional Corporations Act;
  - (iii) be compliant with the CDSS Advertising Bylaws and this CDSS Advertising Standard.

## **Advertising by a Member**

14. Advertising, promotion, and other marketing activities must be accurate and not be capable of misleading the public; and must:
  - (i) Not misrepresent the facts;
  - (ii) Not be untruthful, not false;
  - (iii) Not be misleading, deceptive, ambiguous, fraudulent;
  - (iv) Be objectively verifiable;
  - (v) Be relevant to the public's ability to make an informed choice;
  - (vi) Not be contrary to the best interests of the public;
  - (vii) Not include personal feelings, beliefs, interpretations, opinions, bias, and testimonials.
15. Advertising, promotion, and other marketing activities must be professional and observe the dignity and ethics of the profession and therefore should not include:
  - (i) Superlative or non-objectively verifiable statements of superiority, uniqueness, and comparison to other providers;
  - (ii) Undignified statements;
  - (iii) Deprecating statements about other members;
  - (iv) Statements in bad taste that could harm the profession;
  - (v) Suggestions of better results or unjustified expectations;
  - (vi) Bias, guise, coercion, or harassment to take advantage of physical, emotional, financial duress or urgency;
  - (vii) Incentive programs, coupons and giveaways;
  - (viii) Reference materials, techniques, equipment, and services;
  - (ix) Specialities, implied or otherwise, that are not recognized by the College.
16. Advertising, promotion, and other marketing activities must be objectively verifiable. Objectively verifiable means "capable of being proven by facts independent of personal feelings, beliefs, interpretations, or opinions." Subjective statements or representations, expressed or implied, raise ethical concerns.

17. Advertising, promotion, and other marketing activities directed to patients internally within a practice facility and through various media to patients of record:
  - (i) must be accurate and objectively verifiable;
  - (ii) must not be capable of misleading the public;
  - (iii) must be professional and observe the dignity and ethics of the profession;
  - (iv) and must satisfy the CDSS Informed Consent Standard.

### **Modes of Advertising, Promotion, and Other Marketing Activities**

18. Intended to attract patients or promote treatments include:
  - (i) business cards, stationery, logos;
  - (ii) telephone book, yellow pages;
  - (iii) flyers, news articles, advertorials, infomercials;
  - (iv) new business profiles, new clinic's and new dentist's announcements;
  - (v) announcements of awards;
  - (vi) sponsorships, donations;
  - (vii) holiday greetings;
  - (viii) radio, television, video;
  - (ix) signage, billboards;
  - (x) tradeshow booths;
  - (xi) social media promoted posts and sponsored ads;
  - (xii) on-line display ads, online search engine sponsored ads;
  - (xiii) text messaging;

are considered to be advertising and must comply with the CDSS Advertising Bylaws and this CDSS Advertising Standard.

### **Website and Social Media Advertising**

19. The information and content within a Practice website must satisfy this CDSS Advertising Standard as per 17. above.
20. Website domain names and addresses are considered advertising and must also comply with this CDSS Advertising Standard.
21. The information and content within a social media profile (Facebook, Twitter, Instagram, YouTube, Google+ etc.) are subject to the same advertising standard as website advertising and must satisfy this CDSS Advertising Standard as per 17. above.
22. All social media posts that are promoted or sponsored posts or ads also must comply with the CDSS Advertising Bylaws and this CDSS Advertising Standard.

### **Tradeshow Booth Advertising**

23. A tradeshow booth is considered advertising, marketing, and promotional activity (as per 18. above) and therefore must be compliant with the CDSS Advertising Bylaws and this CDSS Advertising Standard.
24. Signage, handouts, giveaways, etc. available at the tradeshow booth must be compliant with the CDSS Advertising Bylaws and this CDSS Advertising Standard.
25. Large active projection screens and monitors are considered 'billboards' (as per 16. above) and must be compliant with the CDSS Advertising Bylaws and this CDSS Advertising Standard.
26. Handouts of printed material should contain only generic dental information with no specific products or materials named.
27. Giveaways and retail products should be limited to preventive oral health 'over the counter' products with no conditions attached.
28. The CDSS considers it to be unprofessional and inappropriate to perform clinical procedures at a tradeshow booth or at a temporary kiosk.