

Advertising Guidelines

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Members are responsible for any communication/advertising that has a bearing on their practice. Therefore it is important that members ensure that their staff or agents, who are responsible for such, understand these guidelines. All forms of advertising currently fall under our existing Advertising Standards found in the regulatory bylaws 12(1) to 12(4) inclusive. The following guidelines are meant to expand and limit upon points 12(4) (d) and (e), as they relate to the following distinct categories:

External Advertising

Can best be described as any paid or unpaid advertisement where it is not possible to provide full disclosure and/or obtain informed consent.

- a. Includes but is not limited to television, radio, print, business cards, sponsorships, phone book, yellow pages, flyers, infomercials, business profiles, signage, billboards, names of clinics, paid internet ads, external links and the first 140 characters of a website advertising. Social media is considered external (e.g. Facebook, Twitter, Google etc.).
- b. Members are restricted to using the following titles/descriptors: denturist, licensed denturist, member of the Denturist Society of Saskatchewan or DD. In addition, it is permissible to include earned academic degrees and earned academic diplomas. It is also permissible to use the Denturist Society of Saskatchewan logo. No other variations to these titles or descriptors are permitted.
- c. The word "Specialist" as it relates to the medical/dental profession describes an individual who has successfully completed a postgraduate program in a specialty. Therefore it is not permitted for a member to use this or any variation of it as a qualification.
- d. Listing "years of experience" is an acceptable qualification. However, to not be misleading, it must only describe the years an individual member has been licensed/practicing. Combining years of experience of multiple members in the same practice is unacceptable. Listing the years the practice has been in business is unacceptable.
- e. External advertising must only include basic services such that a patient can easily understand procedures and does not require full disclosure and informed consent. Use of no charge consultation and insurance plans accepted are acceptable
- f. Primary website is considered internal advertising however any secondary or undisclosed websites are considered external and must follow external standards. Primary websites must contain the name of the clinic in such a way that a member of the public can easily recognize which clinic the website is associated with, (i.e. JohnDoe Denture Clinic's website could be johndoedentureclinic.com)

Internal Advertising

Can best be described as any form of advertising where a member of the public freely chooses to call/visit members clinic or view materials placed by DSS member (i.e. typing into web browser membersdentureclinic.ca). With internal advertising a DSS member may expand upon services offered and members qualifications.

- a. Internal advertising includes but not limited to phone calls, consultations, pamphlets, in office media screens, websites and any verbal communications.
- b. Internal advertising a member may expand upon services offered, in order to obtain informed consent and full disclosure of treatment options must be provided.
- c. Listing "years of experience" is an acceptable qualification. However, to not be misleading, it must only describe the years an individual member has been licensed/practicing. Combining years of experience of multiple members in the same practice is unacceptable. Listing the years the practice has been in business is unacceptable.
- d. All statements and information found in internal advertising must be true and verifiable and must not

imply that services that do not fall within denturist's scope of practice can be performed. Patients must fully understand what procedures will be performed by member and which will be referred out, services that fall outside scope of practice should not be advertised. The term "Implant Clinic/Center" is not to be used, as this implies to the public that surgery (implant placement) can be performed on the member's premises or by the member. "Implant Solutions" or "Implant Overdentures" are acceptable alternatives as they imply a post-surgery service.

- e. Testimonials are not allowed as they are considered to be a matter of opinion and not statements of fact.

If you have any questions, please contact the Quality Assurance Committee Chair by email at qualityassurance@saskdenturists.com.