



College of  
Dental  
Technologists  
of Alberta

# Guidelines for Advertising

**December 13, 2024**

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**Advertising** is any communication made orally, in print, through electronic media, or via the internet (including websites and social media), by, about, or on behalf of a regulated member, to the public where its substantial purpose is to promote the regulated member, the regulated member's services, or the regulated member's practice setting or any other business with which the regulated is associated in their capacity as a regulated health professional.

The *Health Professions Act, Section 102*, requires that regulated members not engage in advertising that is untruthful, inaccurate or otherwise capable of misleading or misinforming the public.

**Regulated members** are responsible and accountable for ensuring that any advertisements are accurate, truthful, verifiable, and not misleading. This includes:

- Ensuring their advertising is clear, truthful, factual, and accurate (*Canadian Code of Advertising Standards, 2019*) and does not mislead, or create false or unjustified expectations for the public, patients, or clients.
- Advertising with honesty and addressing any conflicts of interest, real or perceived.
- Only advertising for services that they are authorized by the College to perform and can perform competently and safely.
- Representing themselves clearly with respect to their full name, role, protected title, abbreviation, or initials, as outlined in the *Dental Technologists Profession Regulation* (the "Regulation") and authorized by the College.
  - Not use a **protected title**, abbreviation, or initials, listed in the *Health Professions Act* or the *Dental Technologists Profession Regulation*, alone or in combination with other words, in a manner that states or implies that they are registered in a category or on a register unless they are registered as such.
- When advertising health products, only advertise those that Health Canada authorizes for sale in Canada (*Health Canada, 2015*).

## Comparative Advertising and Claims of Superiority

Comparative advertising involves measuring Regulated Member's fees, techniques, materials, or equipment against those of other health professionals, laboratories or clinics.

Regulated members ensure that advertisements do **not** include information that:

- Discredits, disparages or makes comparative statements about other healthcare providers, **regulated health professionals**, clinics, laboratories, oral health facilities, service fees, or products in their advertising.
- Uses language that is detrimental to the reputation and/or dignity of another regulated health professional.
- Uses words that denote superiority of skills or exclusivity of technique.

## Advertising by Third Parties

Advertising made by third parties on a regulated member's behalf must meet the College's Standards of Practice, Code of Ethics and Guidelines. This includes advertising made by:

- An employer;
- A facility where you provide dental technology services; or
- A hired, service provider (e.g., marketing service).

## Testimonials

Testimonials can compromise patient privacy, are based on personal opinions rather than objective facts, and may not accurately reflect the experiences of most patients with a regulated member. Endorsements of your services or you as a professional imply superiority and can be considered misleading advertising.

When using examples of previous work in advertising a regulated member:

- Does not disclose the name or identifying features of a patient unless the regulated member has obtained the patient's prior written consent to use the information for advertising purposes (documentation of this consent must be noted in the patient's record and available for verification by the CDTA upon request).
- Uses illustrations, images, representations, or claims in advertising that are reasonable and appropriate.

## Use of the College of Dental Technologists of Alberta Logo

The College prohibits the use of its logo (both current and past) in any advertisements related to the business or professional practice of a regulated member. The logo may not be used by any member or third party for any purpose without the prior written consent of the College.

Regulated members are permitted to indicate their registration with the College without using the logo, by utilizing the appropriate protected title for their registration. For example, titles such as “Dental Technologist,” “R.D.T.,” “Dental Technician,” or “D.T.” may be used.

## Integrity of the Profession

As regulated health professionals, dental technologists and technicians benefit from the privilege of self-regulation and holding the public’s trust. Any advertising that may be perceived as unprofessional or negatively affecting the public’s trust in the profession may harm the profession’s integrity and should be avoided. Regulated members do not use power, position, title, or any other means to influence a patient’s or client’s decision-making.

## Inducements and Incentives

Dental Technologists and Dental Technicians are regulated health professionals who are expected to uphold the highest standards of profession integrity. Regulated Health professionals should refrain from engaging in advertising that uses inducements or incentives to influence a **patient** or **client's** decisions. **These activities undermine the integrity of the profession.**

Regulated members are advised not to:

- Accept gifts, **inducements**, or other benefits from the **patient, client, regulated health professional**, colleague, supplier, vendor, industry partner, educator, or other person unless it is being offered as a courtesy and if it does not compromise or appear to

compromise the regulated member's professional independence, objectiveness, judgement, or integrity.

- Offer, provide, or be a third party to offering any inducements to a patient/client on the condition that the patient/client obtains professional services, other services, or products from the regulated member.
- Engage in “**fee splitting/kickbacks**”, or any other such arrangement.
- Avoid advertisements that promote:
  - Time-limited prices;
  - Discount coupons; or
  - Gift certificates or prizes for **receiving** a service.

## Acknowledgements and Additional Information

The Colleges wish to acknowledge and thank the College of Alberta Denturists and Alberta College of Dental Hygienists for their contribution through their advertising guidelines which informed the development of this practice guidance.

Additional information about advertising may be found:

- [Canadian Code of Advertising Standards](#)
- [Health Professions Act sections 1\(1\)\(pp\)\(xii\), 128\(7\)](#)

## GLOSSARY

**Advertisement/Advertising:** Any communication made orally, in print, through electronic media, or via the internet (including websites and social media), by, about, or on behalf of a regulated member, to the public where its substantial purpose is to promote the regulated member, the regulated member's services, or the regulated member's practice setting or any other business with which the regulated is associated in their capacity as a regulated health professional.

**Client(s):** a dentist, denturist or other regulated health care professional who is authorized to prescribe an orthodontic or periodontal appliance, fixed or removable partial or complete denture or implant -supported prosthesis and who is primarily responsible for the diagnosis and treatment of a Patient. The client is responsible for the final fit of any prosthesis, device, or appliance.

**Conflict of interest:** A conflict of interest may arise where a reasonable person could believe that a regulated member may be affected or influenced by other competing interests, including financial, non-financial, direct, or indirect transactions with clients or others. A conflict of interest can exist even if the regulated member is confident their professional judgment is not being influenced by the conflicting interest or relationship.

**Fee splitting (kickback):** occurs when one healthcare provider pays a percentage of a patient's fee to another healthcare provider without the knowledge or consent of the patient, client, or other third parties (i.e., insurance companies).

**Inducement:** anything that persuades or influences someone to do something.

**Patient:** an individual awaiting or receiving dental technology services and or treatment where the regulated member knew or reasonably ought to have known, that they were providing care to the individual and satisfies any of the following conditions listed below:

- I. The regulated member has charged or received payment from the individual or a third party on behalf of the individual.
- I. The regulated member has contributed to a health record or file for the individual.
- III. The individual has consented to oral health care services and or treatment by the regulated member.

**Protected title:** a protected title is part of the agreement between the province and the regulated profession. This indicates anyone using the title is appropriately trained and registered with the appropriate regulatory body. A person not trained and/or registered cannot use the protected titles listed in the *Health Professions Act*.

**Regulated health professional(s):** a person registered with a professional health regulatory professional college, agency, and/or authority, in Alberta or any other jurisdiction.

**Regulated member(s):** a person registered with the College of Dental Technologists of Alberta under Section 33(1) (a) of the Health Professions Act and in accordance with the Dental Technologists Profession Regulation.

This term includes a previously regulated member whose last day of registration with the College is within the immediately preceding two years.