

PEIDC

Prince Edward Island
Dental College

Guidelines: Professional Advertising

Adopted 6 March 2025

Prince Edward Island Dental College | 184 Belvedere Avenue | Charlottetown PEI C1A 2Z1 | peidc.ca

What does the PEIDC mean by professional advertisement?

Professional advertisement means any material related to your practice which is published, displayed, distributed or used, whether by you directly or by someone on your behalf.

This includes:

- advertisements
- flyers
- websites
- advertorials
- newsletters
- business cards
- stationery
- logos
- signage
- announcements
- or other information related to the dentist/dental practice, regardless of the form or the manner of distribution.

What is the purpose of the College's advertising regulations?

The basic intent of these regulations is to protect the public interest and to ensure that advertisements by dentists do not demean the integrity and dignity of the profession.

How do I ensure compliance with this regulation?

There is no substitute for reading and following the regulation itself; however, here are highlights of the relevant sections that may be of some assistance to you in complying with the requirements of the regulation.

1. Ensure that you personally control any and all printed and/or electronic material about your practice that is made available to the public.
2. Do not engage in advertising promotion that would result in the sharing or splitting of fees or payments to a third party that relate to the amount of business that you obtain as a result of an advertising or marketing campaign.

3. Do not include in your advertisement materials anything that would be considered by the College to be in violation of the advertising regulation. This includes using:
 - statements which are unclear, untrue or misleading;
 - statements which are indicative of superiority or uniqueness;
 - statements which suggest or create an expectation of favourable results or appeal to the public's fears;
 - testimonials or any statement that can only be verified by a person's personal feelings or views;
 - incentive programs, including giveaways, contests, draws or free products or services;
 - reference to your continuing education, or membership or positions at the College or in societies, associations, academies or similar institutions;
 - reference to any degrees or diplomas other than those relating to the degrees or diplomas required for you to obtain a certificate of registration from this College;
 - superlative or comparative terms, such as "state of the art", "cutting edge" or any other words or phrases to suggest a higher quality in relation to services, equipment, technology used, or products or persons providing the services.
4. If your advertisement makes any reference to an area of dental practice, a dental procedure or treatment, you must clearly disclose whether you are registered with the College as a general practitioner or a specialist; and if a specialist, in which specialty.
5. There is nothing to prevent you from advertising a fee; however, if you do so, you must keep in mind the following:
 - The fee must be clearly stated so that anyone reading the advertisement will know what you are offering.
 - Unless otherwise specified, the advertised fee would be the maximum fee inclusive of all services, including laboratory costs. The advertised fee would be applicable to all patients, whether they were aware of the advertisement and whether they had dental insurance coverage.

More Information

The College will offer advice about any proposed advertisement. If you wish to use this service, please send a copy of the proposed advertisement to the College by email at info@peidc.ca.

This document has been reproduced with permission based on the Professional Advertising Guidelines published by the Royal College of Dentists of Ontario. Some modifications have been made to the original text to reflect requirements in Prince Edward Island.

Revision History			
Approved By	Date Ratified	Review/Revision Note	Next Review
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