

PRACTICE ADVISORY

This Practice Advisory is intended to assist you in understanding your legal and professional responsibilities if you choose to practise under a practice name. This advisory should be read in conjunction with the College's Practice Advisory on Professional Advertising.

Practice Names

INTRODUCTION

Members are entitled to practise under a practice name, provided the regulations included at the end of this advisory are followed.

Practice names fall into two different categories:

1. names which are reasonably referable to the location of the practice. These do not need to be approved by the College's Executive Committee.
2. all other types of practice names. These must be approved by the College's Executive Committee.

However, for both these categories, the member must complete and submit the *Application for Practice Names* form available on the College website at www.rcdso.org.

WHAT ARE THE GUIDELINES TO FOLLOW IN SELECTING A PRACTICE NAME?

Practice names must comply with the advertising regulations and the College's Practice Advisory on Professional Advertising. Therefore, practice names should not include the use of descriptive terms to

describe the practice, the practitioner, the equipment, materials, expected treatment results or any other aspect of dental practice.

If a practice refers to a specialty, it must be one of the 11 specialty branches of dentistry recognized in Ontario AND all the dentists practising in the office using that practice name must be registered with the College as specialists in that branch of dentistry.

ARE PRACTICE NAMES EXCLUSIVE?

The College has no ability to provide or guarantee the exclusivity of a practice name. However, the College will use its best efforts to advise the dentist if an application is received requesting a name that is considered by the College to be similar to one approved previously.

FOR MORE INFORMATION

You may wish to also contact the College to discuss your proposed practice name prior to submitting the application form. Please contact the College at 416-961-6555/1-800-565-4591 or by e-mail at info@rcdso.org.

Excerpt from Regulation 853/93 made under the *Dentistry Act, 1991*, section 2(40-42) and Section 7.

Excerpt from Ontario Regulation 853/93 made under the *Dentistry Act, 1991*, section 2, paragraphs 40 to 42 and 60 to 61 and section 7.

2. The following are acts of professional misconduct for the purposes of clause 51 (1) (c) of the Health Professions Procedural Code:

40. Using a name other than the member's name as set out in the register or the practice name, in the course of providing or offering to provide dental services.
41. Using a designation other than "dentist", "dental surgeon", a prescribed specialty designation, the member's earned university degrees or earned equivalents for which the Council or the Executive Committee thereof has given its prior written approval, "dental centre", "dental clinic" or "and associates" in the course of providing or offering to provide dental services.
42. Where a principal member uses the designation "dental centre", "dental clinic" or "and associates", failing to notify the College in writing of the names and certificate numbers of all the members who practise at the location to which the designation applies and the names of all of such members who are principal members, or failing to notify the College in writing of any change in members or principal members within thirty days of the change.
60. Publishing, displaying, distributing, or using or causing or permitting, directly or indirectly, the publication, display, distribution or use of any advertisement, announcement or information related to a member's practice, which,
 - i. as a result of its content or method or frequency of dissemination, may be reasonably regarded by members as likely to demean the integrity or dignity of the profession or bring the profession into disrepute,
 - ii. includes information that,
 - A. is false, misleading, fraudulent, deceptive, ambiguous or confusing or likely to mislead or deceive the public because, in context, it makes only partial disclosure of relevant facts,
 - B. is not relevant to the public's ability to make an informed choice, or
 - C. is not verifiable by facts or can only be verified by a person's personal feelings, beliefs, opinions or interpretations,
 - iii. makes comparisons with another practice or member or would be reasonably regarded as suggestive of uniqueness or superiority over another practice or member, or
 - iv. is likely to create expectations of favourable results or to appeal to the public's fears.
61. Publishing, displaying, distributing, or using or causing or permitting, directly or indirectly, the publication, display, distribution or use of any advertisement, announcement or information related to a member's practice, which makes reference to any area of practice, dental procedure or treatment unless the advertisement, announcement or information discloses whether the member is a specialist or a general practitioner and, if a specialist, in what particular specialty.
O. Reg. 853/93, s. 2; O. Reg. 220/94, s. 1.
7. If the member practises under a practice name, he or she shall,
 - (a) notify the College in writing of the name of every member who engages in practice under the practice name and whether as a principal member or an associated member;
 - (b) use a practice name that is reasonably referable to and describes the location of the practice or that has been approved by the Executive Committee; and
 - (c) notify the College in writing of any change in the members who practise under the practice name within thirty days of the change.
O. Reg. 853/93, s. 7.