1 Principle One
Put patients’ interests first

Advertising checklist

General questions to ask yourself

Is the content legal, decent, honest and truthful? □

Does the content have the potential to mislead? □

Have you provided balanced, factual information? □

Have you been honest in the presentation of your skills and qualifications? □

Is the information current and accurate? □

Is your GDC registration number included? □

Is the language clear? □

Are claims backed up with facts? □

Have you avoided ambiguous statements? □

Have you avoided claims that are intended or likely to create unjustified expectations about the results you can achieve? □

Have you made clear whether the practice is NHS (or equivalent), mixed or wholly private? □

If you have recommended products, are they the best way to meet your patients’ needs? □

If you are advertising services that your training as a dental professional does not qualify you to provide, have you made clear that you have undertaken additional training to be able to provide this service? □

Have you made sure that, if you have listed honorary degrees and memberships, you have made sure they do not have the potential to mislead? □
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**Specialist titles**

Have you made sure you have not used the terms ‘specialist’, ‘specialist in’ or ‘specialising in’ for dentists who are not on one of our specialist lists? [ ]

Have you made sure you have not implied specialist status by describing yourself or someone else as an ‘endodontist’ or ‘orthodontist’ if they are not on the appropriate specialist list? [ ]

Have you avoided using the terms ‘specialist’, ‘specialist in’ or ‘specialising in’ for dentists who work in an area where there is no specialist list (e.g. implantology)? [ ]

Have you avoided using the terms ‘specialist’, ‘specialist in’ or ‘specialising in’ for dental care professionals? [ ]

**Websites**

Have you displayed the professional qualification, country of qualification and GDC registration number for all the dental professionals named on the site? [ ]

Have you included:
- the name of the dental service;
- the geographic address;
- the email; and
- telephone number? [ ]

Is there a link to the GDC website or the address and contact details for the GDC on the site? [ ]

Have you included details of the practice’s complaints procedure including details of the relevant NHS (or equivalent) body and the Dental Complaints Service? [ ]

Have you included the date the website was last updated? [ ]

Does the website accurately reflect the personnel at the practice and the service offered? [ ]

Have you avoided comparing the skills or qualifications of one dental professional with another? [ ]