

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?