

**Chapter DE 4****CONDUCT, SIGN AND ADVERTISEMENTS OF PRACTITIONERS**

## DE 4.01 Advertisements

**History:** Chapter DE 4 as it existed on April 30, 1972 was repealed and a new chapter DE 4 was created, Register, April, 1972, No. 196, effective May 1, 1972.

**DE 4.01 Advertisements.** (1) The use of any sign larger than 600 square inches in size over all or containing letters over 6 inches in size shall constitute unprofessional advertising.

(2) Any office sign shall be located or placed only on the immediate place of dental practice.

(3) Such office signs may contain only the name or names of the duly licensed dentists practicing therein, their titles, office hours and purely descriptive matter not in conflict with law.

(4) The omission of the names of any associate licensed dentist in signs or advertisements is considered a violation of the rules.

(5) The retention in or about the office or building for a period of longer than 3 months of a sign or signs of former dentists or of the use of the name of said former dentist or dentists in any form of advertising, listing or signs shall be considered misleading.

(6) Any printed advertisement larger than 20 square inches in size is a violation of section 447.07 (6) (f), Wis. Stats. Such printed advertisements may contain only the name or names of the duly licensed dentists, their titles, office hours, location, telephone number or numbers and purely pertinent descriptive matter not in conflict with law. Such announcements may be made only when there is a change in the status of the dental practice.

(7) A dentist may not use his title or degree in connection with the promotion of any commercial endeavor.

**History:** Cr. Register, April, 1972, No. 196, eff. 5-1-72.

**DE 4.02 Conduct.** (1) The splitting of fees by dentists in any manner constitutes obtaining a fee by fraud and deceit unless the patients are aware of such practices, and therefore is a violation of section 447.07 (5).

**History:** Cr. Register, April, 1972, No. 196, eff. 5-1-72.