

Chapter DE 6**UNPROFESSIONAL ADVERTISING**

DE 6.01 Authority

DE 6.02 Unprofessional advertising

DE 6.01 Authority. The rules in this chapter are adopted pursuant to authority s. 447.07 (6), Stats.

History: Cr. Register, February, 1982, No. 314, eff. 3-1-82.

DE 6.02 Unprofessional advertising. The following, without limitation because of enumeration, constitute unprofessional advertising:

(1) Publishing or communicating statements or claims in any media which are false, fraudulent or deceptive.

(2) Compensating or giving anything of value to media representatives in anticipation of or in return for professional publicity, unless the payment or receipt of an object of value is disclosed to the public.

(3) Including fee schedules in an advertisement for other than a routine service which is a service that is performed frequently in dental practice at a set fee; requires little or no variation in performance, application or technique, and when performed includes only recognized standards of generally accepted dental practice.

(4) Including a range of fees in an advertisement for a specified dental service.

(5) Refusing to honor payment in the amount of an advertised price for a routine service during the period of time stated in the advertisement.

(6) Failing to include the dentist's corporation, partnership or individual dentist's name and address in the advertisement.

(7) Including in an advertisement:

(a) descriptive words or phrases which are qualitative or comparative in their common meaning,

(b) testimonials and endorsements,

(c) dramatizations,

(d) graphic illustrations which imply patient satisfaction,

(e) a patient's identity or any identifiable fact, datum or information,

(f) a name of a dentist who has not been associated with the advertising dentist for one year or longer,

(g) an implied affiliation with any organization other than the dental practice indicated,

(h) Notice of a practice as a specialist in a dental specialty unless the dentist has successfully completed a post-doctorate course approved by the council on accreditation of the American dental association in a spe-

cialty recognized by the board or who announced a limitation of practice prior to 1967. This paragraph does not prohibit a general dentist who does not meet the above educational criteria from restricting his or her practice to one or more specific areas of dentistry, if the general dentist does not use the terms, "specialist", "specialty", or "limited to" in a public advertisement. Any advertisement shall state that the services are being performed by a general dentist.

Note: The board recognizes the following dental specialties: endodontics, oral and maxillofacial surgery, oral pathology, orthodontics, pedodontics, periodontics, prosthodontics and public health.

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