

## ETHICS & PROFESSIONALISM IN DENTAL ADVERTISING

3 CORE 1 CREDITS 8:00AM - 8:30AM REGISTRATION | 8:30AM - 12:00PM LECTURE

With the exponential growth of social media and the Internet, the world of advertising is changing quickly. With so many dentists to choose from, especially in metropolitan areas, and so much information available online, many dentists are concerned about patient retention and attracting new patients and are therefore feeling the need to hop on board the social networking bandwagon or be left behind. Quite often, dentist's moral compass can be lost in the process. This session will highlight the changes in advertising regulations along with the professional implications of marketing and advertising strategies in dentistry. A number of effective and professional alternatives in marketing will be presented along with a ten step plan to improve the dentist's image.

### LEARNING OBJECTIVES

- To appreciate the inter-relationship of ethics, professionalism & successful dental practice
- To understand the pros and cons of various marketing strategies
- To integrate current regulations into advertising and professional practice

## APPLIED ETHICS IN DENTAL PRACTICE

3 CORE 1 CREDITS 12:00PM - 12:30PM REGISTRATION | 12:30PM - 4:00PM LECTURE

Interactions between dental patients, dental staff and the dentist can often create complicated ethical and professional challenges for the dentist. Discussions in this seminar will examine several cases which highlight ethical conflicts and help integrate the RCDSO Codes and guidelines as well as other relevant workplace legislation into dental practice situations. How should a dentist deal with major value differences that impact on treatment? What should dentists say when questioned about unsuccessful recent dental treatment by other dentists? How does one deal with sexual issues with staff and patients? Issues such as child neglect, domestic violence and insurance co-payment can often confound many dentists when they try to do the right thing. By following a patient-centred perspective and careful analysis of the factors that may impact on the profession and the community, dentists should be better prepared to deal with a wider variety of professionally challenging issues. In this session, we will examine some cases and have an interactive discussion about the professional implications involved.

### LEARNING OBJECTIVES

- To be able to analyze an ethical dilemma
- To integrate a decision-making process that will assist in case analysis
- Using a principle-based approach towards ethical issues
- To appreciate the impact of poor decisions on the profession and one's own practice



**BARRY SCHWARTZ, DDS, MHSC (BIOETHICS), FPFA, FADC**

Barry Schwartz is Assistant Professor at Schulich Medicine & Dentistry, Western University, London Ontario and is Course Director for Practice Administration where the focus is on critical thinking, interpersonal-communications and applied ethics. He received his DDS and MHSc in Bioethics from the University of Toronto. Dr. Schwartz was in clinical practice for 25 years. He conducts ongoing research projects at Western and has published many articles both nationally and internationally on the subject of dental ethics. Dr. Schwartz has been a presenter at the ODA ASM as well as the keynote speaker at the Manitoba Dental Convention, The College of Dental Surgeons in Saskatchewan, and the First Nations Dental Therapist Conference in Edmonton. He has presented papers on his research both nationally and internationally at dental conferences. He was awarded the Fellowship in Teaching Innovation Research Award at the University of Western Ontario. Dr. Schwartz has been recognized as a Fellow of the Pierre Fauchard Academy and a Fellow of the American College of Dentists for his contributions in dental ethics.

#### LOCATION & DATES

Mississauga - March 24, 2017

Ottawa - October 20, 2017

Lakeshore Convention Centre  
806 Southdown Rd,  
Mississauga, ON

Visit [ontarioagd.org](http://ontarioagd.org) to register or email [ontarioagd@gmail.com](mailto:ontarioagd@gmail.com) for more info.

3 lecture hours each. AGD Subject Code 550.

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