

Dental Specialty Advertising

**Presentation to Ohio State Dental Board
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- Ohio General Assembly has charged the Ohio State Dental Board with protecting the public from false and misleading advertising.
- Ohio Revised Code Section 4715.30 (A)(3)- License Holder is “Subject to disciplinary action by the State Dental Board” for “advertising services in a false or misleading manner or violating the board’s rules governing...manner of advertising.”

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- Fifth Circuit

- “We do not suggest that the [Texas Dental] Board may not impose appropriate restrictions in the area of dental specialist advertising. The plaintiffs agree that advertising as a specialist is potentially misleading and that reasonable regulation is appropriate. We hold only that the Board has not met its burden on the record before us.”
- “The Board may satisfy its burden with empirical data, studies, anecdotal evidence, or history, consensus, and simply common sense.”

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- OSDB Ohio Specialties Education Advisory Group
 - July 13, 2017 – Five alternatives – options A thru E
- Survey results support option D
 - Accredited residency program

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- Commission on Dental Accreditation (CODA)
 - Independent agency
 - Recognized by US Department of Education
 - Assess quality of academic programs
 - Culture of continuous improvement
 - Establish criteria for professional certification and licensure
 - Must be “separate and independent” from the institutions/programs being evaluated
- Accredited Residency Programs
 - Consistent with rest of health care