

PRESS RELEASE



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TAKE CARE PROMOTING YOURSELF AS 'SPECIALIST', WARNS MDDUS

Dentists must comply with guidelines about advertising any specialist services they offer, warns the Medical and Dental Defence Union of Scotland (MDDUS).

The General Dental Council, the regulator of dentists and dental care professionals, has been particularly busy in the last quarter dealing with anonymous complaints about dentists. These specifically refer to advertising and in particular the content of practice websites where information may be potentially misleading to the public and fellow registrants.

The focus of the complaints has been the inclusion of the terms 'specialist in implantology/specialist implantologist'. As yet no such specialist list exists and therefore this is where the GDC has concerns in its remit of 'Protecting patients; Regulating the Dental team'.

Cases dealt with by MDDUS, although being assessed by the Investigating Committee, require considerable time and effort to ensure appropriate submissions are - on behalf of the member - placed before the Committee to assist them with their deliberations. This is obviously a very worrying time for the member concerned.

Aubrey Craig, head of the dental division of the UK-wide MDDUS, says: "All registrants must ensure that all published information about them is accurate and reflects their current practise.

"This is more difficult for practitioners who accept patients for referral and the referrer publishes information about them. It is also a difficulty for those who visit several practices carrying out this form of treatment where they are not responsible for practice literature'.

Craig adds: "Total censorship is impossible but registrants must check thoroughly all material written about them. Standards Guidance published by the GDC must be adhered to at all times."

Ends

For further information contact Colin Calder on 0141 616 2677 or 07850 510881.

Note to editors

MDDUS is a medical and dental defence organisation providing access to professional indemnity and expert medico- and dento-legal advice for doctors, dentists and other healthcare professionals throughout the UK. For further information on MDDUS go to www.mddus.com.