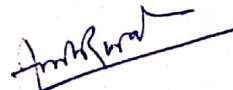


PUBLIC NOTICE

It has come to the notice of M.P. State Dental Council that some of the private companies, by engaging dentists, offering in-home services to the patients bypassing the professional expertise of the Dentists and functioning on aggressive marketing violating the provisions of Dentists Act 1948 and Revised Dentists Code of Ethics Regulations, 2014. Therefore, such companies, all dentists and the public at large, for their dental treatment, be advised as under:-

- 1) According to Dental Code of Ethics Regulations, 2014 it is mandatory to follow the prescribed format of advertisement.
- 2) Not to indulge in surrogate advertisements in the grab of educating the public through TV programs, magazines or periodicals.
- 3) Do not advertise in the electronic media, such as in television programs, that display names, addresses and telephone number of dentists as on screen scrollers.
- 4) The dental treatment shall be given to the patients by the registered dentists in his/her clinic/hospital.
- 5) The scanning of teeth of patients shall be performed by registered dentists only. Scanning of teeth performed by any non-dentist will be a gross violation of Dentists Act 1948.
- 6) Registration of dentist must be mentioned/displayed of provided at all web portals of the company/clinic.
- 7) Dentists should provide highest quality of treatment for better outcome, providing/endorsing treatment with proper examination, tests, thorough diagnosis and treatment planning, with proper follow up for patient care.
- 8) Biomedical standard waste management/sterilization protocol shall be followed by all dentists.
- 9) Companies/Individuals shall not project their aggressive advertisement campaigns to common man for getting dental treatment.

Necessary action will be taken against those who are violating the provisions of Dentists Act, 1948 and Revised Dentists Code of Ethics Regulations, 2014 as per law


Registrar
M.P. State Dental Council
Indore