

Article - Health Occupations

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§4-503.

(a) A licensed dentist may not advertise:

- (1) To guarantee any dental work;
- (2) Making an undifferentiated claim to do dental work painlessly;
- (3) To do dental work in a superior manner; or
- (4) Falsely or in a manner that tends to deceive or mislead the public.

(b) (1) A licensed dentist may not:

(i) Use the designation “Dental Surgeon” on a sign that bears the name of the licensee; or

(ii) Include a specialty designation in a card, letterhead, sign, telephone directory listing, or other printed matter that bears the name of the licensee, unless:

1. The licensee is identified by the Board as a specialist in the designated field under § 4-504 of this subtitle; and

2. The language used to refer to the specialty is approved by the Board.

(2) A licensed dentist may use the designations “Dr.”, “dentist”, “D.D.S.”, or “D.M.D.” on a sign that bears the licensee’s name.

(c) A person who is not a licensed dentist may not solicit or advertise to the general public in any manner that the person alters, constructs, duplicates, repairs, or supplies a dental appliance.

(d) A licensed dentist may use a trade name in connection with the practice of dentistry provided that:

(1) The use of the trade name is not deceptive or misleading;

(2) The advertisement in which the trade name appears includes the name of the licensed dentist or the name of the business entity providing the dental services being advertised as long as the advertisement includes the name of a licensed dentist;

(3) The name of the licensed dentist providing dental services shall appear on the billing invoices, and on the receipts if any are given to patients; and

(4) Treatment records are maintained that clearly identify the licensed dentist who has performed the dental service for any patient.

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