



# NEDDA Newsletter

Have a  
Happy  
Thanksgiving



and a



Blessed

Holiday

Season

From the  
Northeast  
District  
Dental  
Association

The  
Jacksonville  
Dental  
Society  
and  
The Clay  
County  
Dental  
Society

**Thursday, November 8th**

**NEDDA / JDS / CCDS**

present

**Legislative nights**

**JDS Military Night with speaker**

**Dr. Cecil White, Jr. USN, Periodontist**

***“Dental Implant Placement: Immediate Post Extraction”***

Deerwood Country Club

6:00 - 9:00 p.m.

**NEDDA & JDS will be sponsoring an ALL DAY seminar**

Mark your calendars now for **March 28, 2008**

**Dr. Dennis Tarnow**

***“Ultimate Esthetics with Osseointegrated Implants”***

Early registration on page 5

## **Clearing Up Confusion Regarding Mandatory Courses**

<u>Course Description</u>	<u>Requirement</u>
CPR	Mandatory
Domestic Violence	2 hours every 6 years
HIV/Aids	Only required pre-licensure
Laws & Rules (formally Jurisprudence)	No longer required, but can still grant credit for.
Medical Errors	2 hours every biennium

**Reminder** - Volunteers can now receive 1 hour CE credit for every hour volunteer work with a program approved by the Board of Dentistry such as PDC. Maximum 7 credits only per biennium.

[http://www.doh.state.fl.us/mqa/dentistry/rule\\_64B5-12CPE.pdf](http://www.doh.state.fl.us/mqa/dentistry/rule_64B5-12CPE.pdf)

**Biennium ends FEB. 28, 2008**

## NEDDA President's Message

*Dr. Scott Imray*

With Thanksgiving and the Holiday Season approaching, it is a good time to reflect and give thanks for all the blessings we have received. We are so fortunate to be able to practice Dentistry in the state of Florida. Since Veteran's Day is almost upon us, I am mindful of the sacrifices our brave men and women of the armed forces make on a daily basis to help preserve our freedoms. These are the same freedoms which unfortunately we often take for granted.

In the spirit of giving thanks, I am also mindful of the needs of Project Dentist's Care and the entire access to care issue. I am grateful for the dentists who give their time at Sulzbacher, Green Cove Springs Dental Clinic or see patient's in their own offices. We need to increase the number of dental volunteers who will provide this needed service. **(Please fill out both sides of the insert form in this newsletter)**. During the coming months there will be more information available. If you can possibly donate your time and talent, please contact Sally Ott at the NEDDA office. Her number is 355.4232. By sharing your gifts of time and talent you will be rewarded by knowing you have made a difference in your local community. Thank you.

## Jacksonville Dental Society

*Dr. Dan Gesek*

Now that the hot days of summer are over, the transition to fall begins. As always, the colors change, cooler temperatures prevail, kids go back to school, and dental meetings begin again. The Medical Errors course was a big success. Thanks go to the FPIC for sponsoring the speaker for the required Medical Errors course. This is the only continuing

education course we need for the current biennium to renew our dental license

The JDS and NEDDA also just finished with Dr. Gordon Christensen course at the Florida Times Union Center. *The Bottom Line 2007* was a huge success. Baughman will speak in January, 2008 on Bisphosphonates and the Treatment of Patients is the Ultimate Esthetics with Osseointegrated Dental Implants. Please place these meetings on your 2008 calendar today.

I want to thank the membership for allowing me the opportunity to work with all of you and the Jacksonville Dental Society. This is a

great organization with outstanding members. Please take advantage of the outstanding meetings we have coming up. Have a great fall and Happy Holiday Season.



## JDS MEETING CALENDAR

**November 8th, Thursday** - NEDDA, CCDS & JDS Military night / Legislative night / Dr. Cecil White, Jr. USN, Periodontist "Dental Implant Placement: Immediate Post Extraction". Deerwood Country Club. 6-9p.m.

**December 7, Friday** - Holiday Social with CCDS. Florida Yacht Club.

### 2008

**January 17, Thursday** - JDS Dinner meeting. 6-9 p.m.

Dr. Ronlad Baughman "Dental Treatment on Patients taking Bisphosphonates Deerwood Country Club.

**March 28, Friday** - NEDDA & JDS. Time TBD

Dr. Dennis Tarnow - Esthetics with Osseointegrated Implants Location TBD.

**April 25, Friday** - JDS Annual Spring Golf Tournament 12:30 p.m. Shot Gun Start. Deerwood Country club.

**May 15, Thursday** - Annual Spouse Night & Installation of Officers 6-9 p.m. Deerwood Country Club.

## Do You Treat Fearful Patients?

Most patients have some degree of anxiety and treating them is just another part of daily dentistry. However, if you have patients who can't get numb, have very sensitive teeth, have advanced dental problems, have a strong gag reflex, or have phobia, and you find treating them less than a rewarding experience, we can help.

Sedation Dentistry Associates offers I.V., oral sedation, and surgery center solutions for difficult cases. And, while we welcome your referrals, we will never "convert" other family members to our practice.

*Call for complete details and referral package.*

### St. Augustine

**Ronald Dixon, DMD, FAGD**  
904.797.4833

### Jacksonville

**Glenn Forhan, DMD, MAGD**  
904.772.8898

and

**Minh Nguyen, DMD**

**www.ARGYLEDENTAL.COM**

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**March 28, 2008 ❖ Dr. Dennis P. Tarnow**  
**All day seminar at the**  
**Times Union for Performing Arts - Terry Theatre**

**Dr. Dennis P. Tarnow**  
Presently Professor and  
Chairman of the Department of Periodontology and Implant Dentistry at New York University College of Dentistry. Dr. Tarnow has a certificate in Periodontics and Prosthodontics and is a

Diplomat of the American Board of Periofontologh. He has a private practice in New York City. Dr. Tarnow has published numerous articles on Perioprosthodontics and implant dentistry and has lectured extensively both in the United States and abroad.

Mark this date, **March 28, 2008**  
on your calendar for early registration.

As you know, you can also put it on your Mastercard  
or Visa by calling 904.355.4232.  
[www.nedda.org](http://www.nedda.org)

***“Biological and Clinical Factors for  
Ultimate Esthetics Around Implants”***

Ultimate esthetics requires an interdisciplinary clinical and biological approach to treating patients. This presentation will focus on fine tuning our cases so that facial tissues and interproximal papillae will look their best, and remain healthy for years to come. Restorative dentistry, periodontal plastic surgery, and orthodontics will all be discussed, along with the proper sequencing of these disciplines. In addition, new techniques in socket preservation will be evaluated along with new innovations in implant design as part of more advanced treatment plans.

**Educational Objectives:**

- 1.) Participants will be able to understand when the interdental papilla is present or missing between teeth and implants
- 2.) To understand the new implant designs and surfaces.
- 3.) To understand the proper incision designs to maximize esthetics around implants.
- 4.) To understand the potential advantages and disadvantages of immediate socket placement along with immediate restoration.
- 5.) To understand how to perform socket preservation techniques.
- 6.) The pros and cons of new zirconium abutments and when they should be placed for ultimate esthetic outcomes.



**CCDS MEETING CALANDER**

**MARK YOUR CALENDARS**

**November 8th, Thursday** - NEDDA/CCDS/JDS Military night / Legislative night / Dr. Cecil White, Jr. USN, Periodontist “Dental Implant Placement: Immediate Post Extraction”.  
Deerwood Country Club. 6-9 p.m.

**November 14th, Wednesday** - 6-9 p.m. Location & Speaker TBA

**December 7th, Friday** - Holiday Social with JDS. Florida Yacht Club

**February 6th, Wednesday** - 6-9 p.m. Location & Speaker TBA

**March 28th, Friday** - NEDDA & JDS 8:30 a.m. - 4:30 p.m. Dr. Dennis Tarnow. Location TBA.

**April 2nd, Wednesday** - 6-9 p.m. Location & Speaker TBA

**FOR QUESTIONS, CALL DR. MURRAY at 904.626.3411**





Dentist's Choice

1/2 page

Doc's per diem

1/4 page

Wachovia

1/4 page

## Congratulations for Many YEARS of Membership !!!

### 60 year membership

Roger M. Hehn  
Jesse A. Mitchell  
Harold F. Preston

### 50 year membership

James L. Griffin  
Vincent Puleo  
Thomas S. Russell  
Kenneth Scales

### 35 year membership

Ronald Elinoff  
Clark V. Hoshall  
Donnie Myers  
John Peden  
Richard Sollee

### 25 year membership

Stephen T. Carpenter  
Steven Clark  
John J. Harrington

James R. Hulfeld  
Robert Karol  
Edwin McDonald  
Millie Tannen

### Life Members—2007

Thomas A. Barket  
Hank Breitmoser  
Ronald Elinoff  
Richard L. Miller

## WELCOME NEDDA NEW MEMBERS

Richard Agulia  
Brian Haeussner  
Caroline Jermanus  
John M. Wilson  
Ryan R. Long  
Julie K. Geiger  
Marcus Higgins

Leandro Britto  
Thomas R. Miller  
Emory P. Spradling  
James Brummett  
Bradley A. Cherry  
Andrew Hagan

## ADA Update from *Dr. James Bramson*

Our Council on Scientific Affairs has awarded our Seal of Acceptance to Wrigley Orbit, Eclipse and Extra Sugar Free Gums, the first **chewing gum** products available to receive the Seal. CSA awarded the four Wrigley products after reviewing laboratory and clinical studies showing “that the physical action of chewing sugar-free gum for 20 minutes after eating stimulates saliva flow, which helps prevent cavities by reducing plaque acids and strengthening teeth.” The Wm. Wrigley Jr. Co. has big plans for an announcement at a September 25th press conference in Chicago so it’s possible some of your members and their patients will see press coverage and have questions about sugar-free gum. ADA spokespersons will be present at the event. Wrigley also will include information about the products in an upcoming mailer to ADA members.

Investigators at the University of Rochester Medical Center will embark on a study to examine the risk level for adverse neurodevelopmental outcomes attributable to prenatal and postnatal co-exposure to **mercury vapor from dental amalgam** and methylmercury from fish consumption. This project is part of the Seychelles Child Development Nutrition Study, the longest-running study examining health effects of low-level mercury exposure. To date, studies have greater effects on the developing brain in utero. The Seychelles children provide a unique opportunity to examine any neurodevelopmental effects associated with low-level mercury exposure because researchers have data on their prenatal exposure to mercury—from maternal amalgam fillings and fish consumption and postnatal exposure from their own amalgam fillings and fish consumption. The project is funded by NIH for five years.

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## Happy Thanksgiving

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'Twas the night of Thanksgiving,  
but I just couldn't sleep.  
I tried counting backwards, I tried counting sheep

The leftovers beckoned - the dark meat and white.  
But I fought the temptation with all of my might.  
Tossing and turning with anticipation  
The thought of a snack became infatuation.

So, I raced to the kitchen, flung open the door  
And gazed at the fridge, full of goodies galore.  
I gobbled up turkey and buttered potatoes,  
Pickles and carrots, beans and tomatoes.

I felt myself swelling so plump and so round,

'til all of a sudden, I rose off the ground.  
I crashed through the ceiling, floating  
into the sky  
With a mouthful of pudding and a  
handful of pie.  
But, I managed to yell as I soared past the trees...  
Happy eating to all - pass the cranberries, please.

May your stuffing be tasty, may your  
turkey be plump.  
May your potatoes 'n gravy have nary a lump,  
May your yams be delicious may your  
pies take the prize,  
May your thanksgiving dinner stay  
off of your thighs

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1/2 pg Aftco ad

Registration for  
Friday, March 28, 2008

The NEDDA & JDS present

❖❖❖ **Dr. Dennis Tarnow** ❖❖❖

***“ Biological and Clinical Factors for Ultimate Esthetics Around Implants ”***

Location: Times Union for Performing Arts: Terry Theater

Sign-in: 7:30 - 8:30 a.m. & continental breakfast

Seminar: 8:30 a.m.

Break: 10:00 - 10:30 a.m.

Lunch: 12:00 noon to 1:00

Break: 2:30 - 3:00 p.m.

Ends: 4:00 p.m.

**FEES:**

- \_\_\_\_\_ \$295 for FDA/NEDDA/CCDS/JDS members and those belonging to their state dental association.
- \_\_\_\_\_ \$395 for non-members
- \_\_\_\_\_ \$125 each for staff member and spouse of member dentists
- \_\_\_\_\_ \$175 each for staff member of non-member dentists

**(6 CE credits)**

**NO REFUNDS AFTER FRIDAY, March 21, 2008**

CHECKS: Write to NEDDA or JDS

MAIL TO: 2028 Boulevard St. \* Jacksonville, FL \* 32206

CREDIT CARDS: (Please check one) \_\_\_\_\_ VISA or \_\_\_\_\_ MASTERCARD

**Return credit card registrations by FAX: 904.355.4478 (this is a secured office)**

**PLEASE PRINT CLEARLY**

NAME ON CARD: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

BILLING ADDRESS FOR THE CARD: \_\_\_\_\_

PHONE #: \_\_\_\_\_ and FAX #: \_\_\_\_\_ for confirmation

**For questions, please call Sally or Betty at 904.355.4232**

**Please Print out Names & Position** (D-dentist, H-hygienist, A-assistant, OS-office staff, S-spouse)

Number attending including dentist : \_\_\_\_\_

Name of dentist or the office the staff is coming from: \_\_\_\_\_

Names of staff attending and their positions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Classified Ads & Announcements

**DENTAL CHAIR FOR SALE:** DEN-TAL EZ 3000 chair. All metal frame. Food control, Swivel Seat, Programmable. \$2000.00 OBO.

Contact: Dr. David Sullivan 904.724.5544

**PANORAMIC X-RAY MACHINE** Sieman Orthophos 3. In perfect condition. Best offer. Also an **AT 2000 & PeriPro film processors**.

Contact: Dr. Agarwal at 778.0366

### FOR SALE:

- 1) At2000 Processor / Air Techniques (1year old)
- 2) Panoramic X-ray Unit Planmeca
- 3) Dent X Units (3)
- 4) Dup Machine / Dentsply / Rinn. Call Oxford Dental Asso. 904.810.2345

**ASSOCIATE NEEDED:** Associate full time position available in St. Augustine at St. Johns Family Dentistry. We are a private family practice located near the beach in St. Augustine. Newly renovated office, nice equipment and lots of patients. Opportunity for buy in available but not required. Contact Dr. Ron Hucke at 904.471.7300 or email at dentist@aug.com

**A FULL TIME ASSOCIATE** with buy in options if desired. Baymeadows and Julington Creek. Call Dr. Chiafair, Work 739.3939, Home 230.1081 or cell phone 463.1952

### BARNABAS CENTER IN FERNANDINA IN NEED OF DENTAL EQUIPMENT

Dr. Doug Peterson (904.491.5929) is looking for donations of instruments and surgical equipment for the clinic.

**DENTIST IN JACKSONVILLE, FLORIDA** looking for help while on maternity leave. Part time or full time. Call for details. Obdulia Rondon 904.613.3375

**ARGYLE LEASE SPACE AVAILABLE** at Crescent Hill Office Park. Convenient to Westside, Orange Park, Oak Leaf Plantation and 1-295. For further information CALL 904.778.0054 or Dr. Glenn Forhan at 904.772.0054

**DENTAL OFFICE** - Great Westside location. Built out, ready to go. 5566 Timuquana Rd. CALL 624.9003

**ASSOCIATE NEEDED:** Associate part time position available in St. Augustine, Florida at Morse Family Dentistry. We are a private family practice and multi dental office located near the beach. The position is available 2-3 days per week. [williamjmosedds@bellsouth.net](mailto:williamjmosedds@bellsouth.net).

### TEMPORARY DENTIST

Local dentist, recently sold practice, Tufts Boston graduate with twenty years experience providing high quality general dentistry. Offering my services as a temporary coverage for short to extended periods of time. Available on short notice, willing to travel to anywhere in Florida or Massachusetts. Compensation negotiable. CONTACT Information. Phone: 904.273.9267 Cell: 904.553.7714. Email: [samtheislander@yahoo.com](mailto:samtheislander@yahoo.com)

**FOR SALE OR LEASE** - Four plumbed dental offices. Great Mandarin location on San Jose Blvd. across from Outback Steakhouse. CALL Dr. Leibowitz, 268.4351

**FOR SALE:** Gone digital so the following equipment is for sale: Panoramic Corp. PC1000 panorex machine, Rinn x-ray duplicator, Air Techniques auto-processor A/T 2000, Yashica Dental Eye III 35mm camera, transcranial imag-

ing board TC-2000, Sterident Dryclave sterilizer-model 300, Optilux 401 curing light, Coltene Coltolux 3 curing light, 2 Wolf safelights—1 wall-mounted & 1 counter top, 3 grey assistant stools, Air Techniques VistaCam Escort intraoral camera w/monitor, color video printer, and cart. All equipment is in good working condition. Make offer. CALL 285.7711

## ANNOUNCEMENTS

CONGRATULATIONS go to:

**Dr. Michele Cavendish** and her husband Michael on the birth of their baby boy, Harrison. 7 lbs. 11 oz., 20.5 inches long born at 8:23 a.m. on August 15th.

**Dr. Shawn Perce** and his wife Suzanne on the birth of their daughter, Kate Elizabeth, 7 lbs. 12 oz. and 21 inches. Born Sept. 19th, 2007

**Dr. Brian Young** and his wife Leslie on the birth of their son, Kaden Max, 8 lbs. 2 oz, 21 1/4 inches. Born 9 a.m. Sept. 20th 2007.

## MEETING CALENDAR

### FRIDAY NOV. 9th

Council on Dental Care & Health - 10-Noon

Council on Dental Ed & Licensure - 1-4

Council on Financial Affairs - 9-5

Sub-council on the New Dentist—10-Noon

CEBJA - 1-4

Council on Membership - 1-4

Governmental Action Committee - 1-4

### SATURDAY NOV. 10th

FDAS Board of Directors - 9-5

### THURSDAY NOV. 22-23

Thanksgiving - FDA/NEDDA/JDS offices closed

### MON. DEC. 24—Tue., Dec. 25

Christmas - Offices closed

### MON. DEC. 31—TUES., JAN 1, 2008

New Years Holiday— Offices closed

### JANUARY 3rd, 2008

NEDDA Delegates Caucus—6-9 Ramada Inn at 295

### JANUARY 11-12

Semi-Annual HOD in Tampa

### Northeast District Dental Association Newsletter

2028 Boulevard St.

Jacksonville, FL 32206

904.355.4232

Fax: 904.4478

e-mail: [nedda15@bellsouth.net](mailto:nedda15@bellsouth.net)

website: [www.nedda.org](http://www.nedda.org)

The NEDDA Newsletter is published four times a year, Aug., Nov., Feb., & May. Office

association hours are from 8 a.m. - 4:30 p.m. Mon. - Thurs. and 8 a.m. - 2 on Friday

The Newsletter will publish signed articles relating to all phases of dentistry, but

assumes no responsibility for opinions expressed by the contributors.

Advertising rates and distribution data are available upon request.

EDITOR: Dr. Liz Gesenhues 904.389.4435

Managing Editor: Sally Ott, Executive Director 904.355.4232

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Association Newsletter  
2028 Boulevard  
Jacksonville, FL 32206  
(904) 355-4232  
FAX (904) 355-4478  
E-mail -  
nedda15@bellsouth.net  
Website  
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**EDITORS**

**Dr. Elizabeth Gesenhues  
904.389-4435  
Dr. Rick Salko  
904.363-3328  
MANAGING EDITOR  
Sally Ott  
Executive Director  
2028 Boulevard  
Jacksonville, FL 32206  
904.355-4232  
FAX - 904.355-4478**

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## **PROJECT: Dentist's Care**

Enclosed in this newsletter you will find a form you can fill out and fax it back to me 904.355.4478 Even if you are not signed up as a PDC dentist you can fill it out and fax it to the NEDDA office.

Pro Bono for underserved people. Utilizes program where wanted....can do on there own.  
Volunteer Health Care Provider Pgm.  
We Care Jacksonville.









## Specialty Advertising Lawsuit and Revised “Do’s and Don’ts of Dental Advertising”

If you have any question about these rules and how they apply to your proposed advertising, you may call the Florida Board of Dentistry at 850.245.4474

The Eleventh Circuit Court of Appeals recently issued its opinion in *Bogner v. Brooks*, 11, the lawsuit filed by the American Academy of Implant Dentistry alleging that the dental specialty advertising statute is unconstitutional. In a major victory for the Florida Dental Association, the court has rejected the academy’s arguments and instructed that the lawsuit be dismissed.

This decision upholds as constitutional section 466.0282, Fla. Stats., which can be found on page 205 of the 2001-2001 *Today’s FDA Sourcebook*. This statute prohibits dentists in Florida from:

**W** Holding themselves out as specialists or advertising membership in or specialty recognition by an accrediting organization unless they have completed an ADA-approved, twelve-month residency program and are in fact board-eligible or diplomates of a national specialty board recognized by the American Dental Association

**W** Representing to the public that they limit their practice to a specific area of dentistry other than an ADA or Florida Board of Dentistry recognized specialty unless they include an appropriately worded disclaimer alerting consumers to the fact that the putative specialty area of dentistry has not been so recognized.

**W** Advertising that they are members in, or recognized by, accrediting organizations not recognized as legitimate by the ADA or the board unless they include an appropriately worded disclaimer that alerts consumers to the fact that the putative credentialing organization has not been so recognized.

In declaring the statute lawful, the court concludes that:

Section 466.0282, which requires Florida-licensed dentists to include a disclaimer when advertising a specialty area not recognized by the ADA/the Board (of Dentistry) and when advertising membership in and credentials from non-state approved credentialing organizations, is constitutional under the First Amendment. The state has a substantial interest in regulating the dental profession, establishing uniform standards for certification, and in ensuring that dentists’ advertisements are not misleading to consumers. The statute as it reads, advances this interest in a direct and material way, survey results have shown that the public is likely to assume that those advertising a dental “specialty” are in fact certified by the state in that specialty, and including a disclaimer in these advertisements will alert the public to this misconception.

Moreover, the current disclaimer requirement is the least restrictive means available to accomplish the state’s objective.

Now that Florida’s specialty advertising statute has been declared constitutional, the FDA anticipates that the Florida Board of Dentistry will start enforcing it against Florida licensees. The Department of Legal Affairs has revised the “Do’s and Don’ts of Dental Advertising” to include the specialty advertising requirements. A copy is attached to this memo.

### Revised “Do’s and Don’ts of Dental Advertising”

In order to educate our members and reach out to non-members the Northeast District Dental Association is pleased to provide you with this information about Florida’s advertising regulations. The general rules to follow under state law and the ADA Principles of Ethics and Code of Professional Conduct are summarized below, followed by a list of specific “Do’s and Don’ts.”

Dentists may lawfully advertise to the public but doing so in an improper manner can place your license in jeopardy. Florida Board of Dentistry discipline is a serious matter and some of the rules are very technical, so please be aware of the requirements in order to avoid unintentional violations.

**First**, advertising is defined to include web sites, billboards, television, radio, yellow pages, telephone listings, newspaper display or classified advertising, “advertorials” (advertisements that look like editorials or news reports), signage, business cards and letter head. The rules apply to media exposure of any nature regardless of whether it is in the form of paid advertising or not.

**Second**, if you are the Florida licensed dentist offering the services, you have assumed total responsibility for the advertisement should the Board of Dentistry receive a complaint. Even if you hire someone else to run the ad, publish the website, use a referral service, etc., you will be the party held responsible by the Board of Dentistry. Just because a practice management consultant or a publisher trying to sell you advertising space says it is okay does not alleviate you of your responsibility as a licensee to ensure the rules are followed.

**Third**, dentists may not disseminate advertising that is in any way fraudulent, false, deceptive, or misleading. This includes misrepresentations of fact; making partial disclosure of relevant facts; making self-laudatory statements; creating unjustified expectations of favorable results; comparing the quality of your dental services against other available dental services; and making any other representation or implication that in reasonable probability will cause an ordinary prudent person to misunderstand or to be deceived.

**DO:**

**W** Identify the Florida licensed dentist. List your license number or your name, current address, and telephone number on record with the board.

**W** If you advertise fees, include:

1. A disclaimer that the advertised fee is a minimum fee only.
2. A specified period during which the fee is in effect or that the fee will remain available for at least 90 days following the final advertisement.
3. A description of the service using the exact narrative description or the specific code number used in the CDTII.

**W** If you advertise free or discounted services:

1. Include verbatim the following statement in a manner clearly distinguishable from the rest of the advertisement: **THE PATIENT AND ANY OTHER PERSON RESPONSIBLE FOR PAYMENT HAS A RIGHT TO REFUSE TO PAY, CANCEL PAYMENT, OR BE REIMBURSED FOR ANY OTHER SERVICE, EXAMINATION, OR TREATMENT THAT IS PERFORMED AS A RESULT OF AND WITHIN 72 HOURS OF RESPONDING TO THE ADVERTISEMENT FOR THE FREE, DISCOUNTED FEE, OR REDUCED FEE SERVICE EXAMINATION, OR TREATMENT.**
2. State the dates that free or discounted services will be available.
3. Realize that advertising a free or discounted fee may also be a fee advertisement in which case the rule that is bulleted immediately above this one would also apply.

**W** If you advertise specialty services (e.g., endodontic, orthodontic, oral surgery and periodontal procedures) or use terms that generally describe specialty services (e.g., children's

dentistry, pediatric dentistry, pedodontics or similar phrases):

1. State whether the services will be performed by a general dentist or a specialist.
2. If you yourself are not recognized by the Board of Dentistry as a specialist, state "general dentist, practice limited to (name of particular specialty area)."

**W** If you advertise yourself as "general dentist, practice limited to" an area of dentistry that is not recognized as a specialty by the ADA (e.g. cosmetic dentistry or implantology), then you must also include verbatim the following statement in a manner clearly distinguishable from the rest of the advertisement: **(NAME OF ANNOUNCED AREA OF DENTAL PRACTICE) IS NOT RECOGNIZED AS A SPECIALTY AREA BY THE AMERICAN DENTAL ASSOCIATION OR THE FLORIDA BOARD OF DENTISTRY.**

**W** If you refer to , or advertise recognition by, a specialty accrediting organization other than one which has been recognized as bona fide by the ADA or the board, then you must also include verbatim the following statement in a manner clearly distinguishable from the rest of the advertisement **(NAME OF REFERENCED ORGANIZATION) IS NOT RECOGNIZED AS A BONA FIDE SPECIALTY ACCREDITING ORGANIZATION BY THE AMERICAN DENTAL ASSOCIATION OR THE FLORIDA BOARD OF DENTISTRY.**

**W** If you use a referral service, then you must also state in a manner clearly distinguishable from the rest of the advertisement that:

1. The advertisement is for a dental referral service and is on behalf of the dentist members of the referral service.
2. The service refers only to those dentists who have paid or been otherwise selected for membership.
3. Membership in the referral service is limited by the referral agency.
4. Dentists who receive referrals from the referral service charge no more than their usual and customary professional fees for service.

**DO NOT:**

**W** Advertise that the use of lasers is painless, heals faster, or provides better results than other dental procedures.

**W** Solicit patients for dental services in person or via telephone. You may however communicate with current and former patients to schedule appointments or offer follow-up care without violating the Board of Dentistry rules.

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