



THE STATE
of **ALASKA**
GOVERNOR BILL WALKER

Department of
Commerce, Community,
and Economic
Development

BOARD OF DENTAL EXAMINERS
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Advisory Statement Regarding Social Coupon Advertising

The Alaska Board of Dental Examiners (the board) has reviewed information and our current statutes and regulations regarding social coupon advertising. At a scheduled board meeting held on May 3rd, 2013 the board decided to make an advisory statement regarding this topic so that dental professionals in our state will be aware of the issues and potential ramifications of utilizing this type of marketing.

The mission of the board is to "protect the health, safety, and welfare of Alaskans by ensuring that practitioners possess competency, ethical standards, and integrity necessary to offer or deliver quality services to consumers." The statutes and regulations that govern dental professionals in the state of Alaska support that mission and also give the board authority to act when a practitioner is in violation of them. The board encourages you to consider the following when making decisions regarding advertising or marketing services:

- Article 10, 12 AAC 28.905 establishes the American Dental Association's (ADA) Principles of Ethics and Code of Professional Conduct as the ethical standards for dentists and **applies to all dentists in the state.**
- When licensing by examination or credentials the applicant must provide a signed statement that they will adhere to ethical standards established by the board, and that failure to adhere to the ethical standards may result in the imposition of a sanction that is described in AS 08.36.315 (Grounds for discipline, suspension or revocation of license).
- Section 4.E. of the ADA's Principles of Ethics and Code of Professional Conduct referenced in the current regulations (April 2002) reads: **4.E. Rebates and Split Fees.** Dentists shall not accept or tender "rebates" or "split fees."
- The board plans on adopting the current version (April 2012) of the ADA's Principles of Ethics and Code of Professional Conduct that includes an official advisory opinion titled: **4.E.1. Split Fees in Advertising and Marketing Services.** You can view this advisory opinion and other statements regarding social couponing and related issues at www.ada.org.

In addition to Alaska statutes and regulations, a dentist should also consider federal laws and any third party contracts.

Any questions regarding this statement may be directed to Stacia Erkenbrack, Licensing Examiner for the Alaska Board of Dental Examiners at:

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