



E-Forum

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Sedation Committee

After holding three information sessions across the state, the Sedation Committee of the North Carolina State Board of Dental Examiners has begun the process of reviewing and improving the sedation and anesthesia rules with an eye toward greater public protection. Drs. Stan Allen and Ken Sadler and Carla Stack, R.D. H., from the Board met with representatives from various stakeholders and began the intensive process of a line by line review of current rules. In addition to Drs. Allen and Sadler, members of the committee are: Dr. Thomas O'Leary, Dr. Jay

Jefferson, Dr. Raymond Dionne, Dr. Earl Sullivan, Dr. Dillon Atwood, Dr. Stephen Smith, Dr. Jessica Lee, Dr. Christopher Cotterill, Dr. Bertrand Bonnick, Dr. Mark Johnson, Dr. George Blakey, III, Dr. Jeff Thomas, and Dr. Ronald Owens. Alternates include: Dr. Mike Milano for Dr. Lee, and Dr. Dan Cook for Dr. Jefferson.

The next meeting will be scheduled soon and the date and time will be posted on the Board's website. All meetings are open to the public and written comments are encouraged.

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Upcoming Board Meetings

Meetings begin at 8:30 am unless otherwise noted.

- November 7-8, 2014
Morrisville
- December 12-13, 2014
Asheville
- January 9-10, 2015
Morrisville
- February 27-28, 2015
Morrisville
- March 13-14, 2015
Morrisville

Opinion of the Attorney General

The Board was recently asked if a dentist may convey his/her interest in a dental practice to a revocable trust, and if so, what conditions must be met. The Board, in turn, asked the Attorney General for an opinion on this important topic that involves several areas of law in addition to that found in the Dental Practice Act.



Here is a link to the letter:

http://ncdentalboard.org/PDF/AG_Opinion_Letter_AugSept_Newsletter.pdf

Use of Trade Names in Advertising

The general public policy behind all rules for advertising by medical care providers is that patients should have a true understanding of the service being offered, be able to trust that the provider is appropriately qualified to provide the service, and know the name of the provider who actually provides the service. In a nutshell, all advertising for dental services should tell the truth in a manner that is not false, deceptive, or misleading to the public. The advertising rules [21 NCAC 16P .0101 - .0105] are designed to guide dentists in designing advertisements that meet this standard.

Interestingly, none of the rules deal with trade names while their use has proliferated throughout the state. The Board recognizes the practical difficulty of having every advertisement include the name(s) of the dentist whose services are being offered and stating whether the dentist is a general dentist or a

specialist. This is especially true with signage on buildings. Often there are lettering and space requirements that make including the names of the dentist(s) and their practice areas impossible to include. For example, the outside sign on a dental office may have space to say no more than "Carolina Dentistry." When this is the case, the Board continues to require that on the door leading into the office or prominently displayed in the patient waiting area the dentist provide signage that clearly lists the dentist's name(s) and his or her designation as a general dentist or a specialist.

In print and other forms of media where space requirements are not a problem, the dentist should always include his or her name and designation as a general dentist or a specialist.

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ncdentalboard.org

The purpose of the North Carolina State Board of Dental Examiners is to ensure that the dental profession merit and receive the confidence of the public and that only qualified persons be permitted to practice dentistry and dental hygiene in the state of North Carolina.

Current Board Members (as of August 1, 2014)

| | <u>Term Expires</u> | <u>Hometown</u> |
|--|---------------------|-------------------|
| Stanley L. Allen, DDS (President) | 2017 | Greensboro, NC |
| Clifford O. Feingold, DDS* (Sec./Treas.) | 2015 | Asheville, NC |
| David A. Howdy, DDS (Past. Pres.) | 2016 | Washington, NC |
| Kenneth M. Sadler, DDS | 2015 | Winston-Salem, NC |
| William M. Litaker, DDS* | 2016 | Hickory, NC |
| Merlin W. Young, DDS* | 2017 | Wendell, NC |
| Carla J. Stack, RDH | 2017 | Charlotte, NC |
| James B. Hemby, Jr, PhD (Consumer) | 2015 | Raleigh, NC |

**Eligible to run for a second term.*