

4715-13-05

**Advertising specialty services.**

With regard to the advertising of specialty dental services all of the following shall apply:

- (A) A dentist who is recognized as a specialist in Ohio must avoid any implication that general dentists associated with him or her in practice are specialists.
- (B) In a multidisciplinary practice, it is required that any advertisements indicate the services being provided by each practitioner in the office.
- (C) The use of the terms "specialist" or "specializes" or the terms "orthodontist", "oral and maxillofacial surgeon", "oral and maxillofacial radiologist", "periodontist", "pediatric dentist", "prosthodontist", endodontist", "oral pathologist", or "public health dentist" or other similar terms which imply that the dentist is a specialist may only be used by licensed dentists meeting the requirements of paragraph (B) of rule 4715-5-04 of the Administrative Code.
- (D) The term "diplomate" may only be used by a licensed dentist who has successfully completed the qualifying examination of the appropriate certifying board of one or more of the specialties recognized by the American dental association, except that a licensed dentist who has been granted diplomate status by a bona fide national organization which is not recognized as a certifying board by the American dental association, but grants diplomate status based upon the dentist's postgraduate education, training, experience, and an oral and written examination based upon psychometric principles, may use the term "diplomate" if the following disclaimer appears in a reasonably clear and visible manner compared to the announcement of the diplomate status: "the (insert the name of organization granting diplomate status) is not recognized as a specialty board by the Ohio state dental board or the American dental association."
- (E) A general dentist is not prohibited from announcing to the public that the dentist renders specific types of services, including, but not limited to, specialty services, and that the announcement does not contain words or phrases which are otherwise prohibited by this rule.
- (F) Terms that indicate that the practitioner is a specialist, for which no American dental association recognized specialty exists, are prohibited. Terms referring to areas of practice are permitted, so long as all other provisions of the rules regarding advertising and specialty designation are adhered to.