

ADVERTISING RULES - UPDATE

The Ohio State Dental Board (Board) will be revisiting the issues surrounding the advertising rules that were set forth in an informational letter mailed to licensees on or about June 12, 2006. The letter addressed the advertising rules, and how the rules should be interpreted. As noted, the Board explained that the advertising rules were updated and streamlined, and anything to do with advertising, including specialty designation, was placed all in one section.

The Board has learned that this information may not be clear to many of our licensees, and that valid questions have been raised about some of the information set forth in the letter with respect to the Board's interpretation of the rules in this area. As a result, the Board's Law and Rules Review Committee will revisit this topic at its next meeting in September. With the input of all present at the table, including representatives from the Ohio Dental Association, the Committee will make recommendations to the Board with respect to clarifying the Board's position on this matter. The results of this discussion will then be shared with our licensees.