

## DENTAL INDUSTRY

### 1 Introduction

- 1.1 Dentists and the dental industry have, for many years, worked cooperatively for their mutual benefit. This has been evident, not only at an individual level, but also at the organisational level where the Australian Dental Association (ADA) and the Australian Dental Industry Association (ADIA) have had a long term relationship.
- 1.2 The community has gained from this relationship as it has helped the profession provide dentistry of the highest standard. However, there have been practices by a few dental companies that intrude into the dentist/patient relationship and are, therefore, not in the best interest of the community.
- 1.3 There has been a concentration in ownership of dental companies over the past few years.
- 1.4 From time to time, ADA publications have been asked to accept advertising material that is conditional on provision of an "advertorial" in support of the product being advertised.

### 2 Principles

- 2.1 It is in the best interests of the dental profession and the dental industry for both groups to work together cooperatively to provide the best environment to produce a high standard of dentistry for the Australian community.
- 2.2 The dental industry and the dental profession would be best served by a broadly based industry.
- 2.3 The International Organisation for Standardisation (ISO) is the appropriate body to set Standards for dental equipment and materials.
- 2.4 The Therapeutic Goods Administration (TGA) is the appropriate body to approve the availability of dental materials, drugs and equipment for use in dentistry in Australia.
- 2.5 Standards which have been established internationally should be assessed by Australian authorities and used, if appropriate, to approve the availability of dental materials, drugs and equipment for use in Australia, to prevent duplication and reduce costs.
- 2.6 Cooperation between the dental profession and the dental industry will enhance the delivery of Continuing Professional Development (CPD).
- 2.7 Some members of the dental industry have marketed products and procedures directly to the public. Only dentists can assess the appropriate treatment plans and materials used for the treatment of patients.

### 3 Policy

- 3.1 The ADA should retain a Standing Committee that is concerned with dental equipment and materials and which may invite representatives of the ADIA to attend its meetings.

- 3.2 The ISO should set Standards for dental equipment and materials.
- 3.3 The TGA should approve the availability of dental materials, drugs and equipment for use in dentistry in Australia. It should not duplicate existing approved research and standards.
- 3.4 The dental industry should be encouraged to participate in exhibitions in conjunction with major ADA CPD events.
- 3.5 The dental industry should be encouraged to support CPD by working closely with the ADA and its Branches, but such support should not influence the independence of presentations. Relationships between lecturers and industry sponsors should be openly and fully declared.
- 3.6 In advertising and promotion to the profession, the dental industry should:
- provide accurate and/or evidence-based information; and
  - provide independent research to validate claims.
- 3.7 In advertising and promotion to the public, the dental industry should:
- only advertise and promote consumer products;
  - not promote treatment modalities; and
  - not direct the public to a restricted number of dentists who have bought their product with the implication that this is the only option or with an unsupported claim that it is superior to alternatives.
- 3.8 The ADA must inform its membership where there is evidence that dental companies are inaccurately representing products to the profession and/or the public.
- 3.9 ADA publications should not accept advertising material that is conditional on provision of an "advertorial" in support of the product being advertised.

**Policy Statement 4.6**

Adopted by ADA Federal Council, November 13/14, 2003.  
Amended by ADA Federal Council, November 15/16, 2007.  
Amended by ADA Federal Council, April 16/17, 2009.