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PRESS RELEASE

FGDP(UK) responds to ethical advertising consultation

The Faculty of General Dental Practice (UK) has responded to the General Dental Council (GDC)'s consultation on the Principles of Ethical Advertising. The FGDP(UK) supports the GDC's aim to provide clear guidance to registrants so that patients are able to make informed choices about their treatment and dental care provider. However, the Faculty set out concerns around some aspects of the GDC proposals.

With regard to the use of the title 'Dr' by dentists, the FGDP(UK) has highlighted the acceptance of the title across Europe and the USA, and a precedence for its use already established in the UK. We would also support the view that the title can offer reassurance to patients, indicating that a professional has completed an appropriate and rigorous programme of education and training, although we acknowledge that a lack of consistency in the title's use may lead to a potential for confusion among patients.

The FGDP(UK) has some serious concerns around the presentation of additional qualifications by practitioners, and has reiterated its proposal for a framework to recognise a practitioner's level of experience by qualification set out in the FGDP(UK)'s response to the GDC consultation on additional qualifications in 2008.

Russ Ladwa, Dean of the Faculty says, "While the FGDP(UK) supports an approach that stresses a professional responsibility to be honest in the presentation of skills and qualifications, the absence of a system to recognise the attainment of additional qualifications creates a potential for patients to be misled on the extent and nature of additional training".

The Faculty's response to the consultation also urges that practitioners should include specific information on additional training on their practice website, including links to education providers' websites.
The FGDP(UK)’s Lay Advisory Group has also responded to the consultation; its views appear as an annex to the Faculty’s response document.

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Notes to Editors
1. The FGDP(UK)’s response to the GDC’s consultation on Principles of Ethical Advertising is available at www.fgdp.org.uk/publications/policy-reports-consultation-responses.ashx. The response from the FGDP(UK)’s Lay Advisory Group can be found as an Annex to this document at the same location.
2. The Faculty of General Dental Practice (UK) is the academic home for general dental practitioners (GDPS) and dental care professionals (DCPS) in the UK. Based at The Royal College of Surgeons of England, its mission is to enable all members of the primary dental care team to achieve and maintain the highest standards of patient care by encouraging involvement in postgraduate training and assessment, education and research. The FGDP(UK) supports the career development of both GDPS and DCPSs and recognises the value of an integrated dental team in modern dentistry. For more information, please contact Charlotte Worker on 020 7869 6759 or cworker@rcseng.ac.uk. Also visit www.fgdp.org.uk for further details and follow the FGDP(UK) on Facebook (www.tinyurl.com/FGDP-FB) and Twitter (www.twitter.com/FGDP_UK).
3. Images and logos are available on request.