

Policy Statement 5.6 – Dental Industry

Position Summary

Dentists and the dental industry should work together on matters pertaining to dental products and services to achieve the best outcomes for dental patients.

1. Background

- 1.1. Dentists and the dental industry interact not only at an individual level, but also at an organisational level, where the Australian Dental Association (ADA) and the Australian Dental Industry Association (ADIA) share a long-term relationship.
- 1.2. The community has benefited from this relationship as it has helped the profession provide dentistry of the highest standard.
- 1.3. 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.
- 1.4. The ADA has a committee that is concerned with dental instruments, materials and equipment and representatives of the dental industry have been invited to attend the committee meetings.

Definitions

- 1.5. A DENTIST is an appropriately qualified dental practitioner, registered by the Board to practise all areas of dentistry.
- 1.6. DENTAL PRACTITIONER is a person registered by the Australian Health Practitioner Regulation Agency via the Board to provide dental care.

2. Position

- 2.1. Dentists and the dental industry should work collaboratively on matters pertaining to:
 - dental products and services (including packaging, ordering and delivery to a dental practice), and
 - minimising the environmental impact of dentistry and the use of these dental products and services, and
 - regulatory processes relating to medical devices and materials in dentistry.
- 2.2. Products used in dentistry should be regulated and meet relevant Australian and international standards.
- 2.3. Standards and regulations which have been established internationally should be assessed by Australian authorities and if appropriate, used to approve the supply of dental products and drugs for use in Australia, in order to avoid assessment duplication and to reduce costs.
- 2.4. Members of the dental industry must only supply approved products to dental practitioners.
- 2.5. The ADA supports the ADIA’s Code of Practice for its members, which is intended to ensure the professional independence of clinical decision-making by dental practitioners and support the ethical promotion of dental products.
- 2.6. Members of the dental industry should be encouraged to participate in exhibitions in conjunction with major ADA Continuing Professional Development (CPD) events.
- 2.7. Members of 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 presenters and industry sponsors should be openly and fully declared.

- 2.8. In advertising and promotion to dental practitioners, members of the dental industry should provide accurate and/or evidence-based information to validate claims in advertising and promotion to the public, members of 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.
- 2.9. The ADA must inform its membership where there is evidence that dental companies are misrepresenting products to dental practitioners and/or the public.
- 2.10. ADA publications should not accept advertising material that is conditional on provision of an “advertorial” endorsing the product being advertised.

Policy Statement 5.6

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