

Dental Council Regulation
on
Dental Etiquette B.E.2538 (1995)

With the agreement of the Special Prime Minister Council , the Dental Council upon the powers conferred by Article 23 (40 (O) and Article 27 upon the Dentists Act B.E. 2537 (1994), hereby issued the Dental Council Regulation on Dental Etiquette as follow:

Article 1. From this regulation

“Dental etiquette” means regulation controlling behaviour of dental professionals for maintain high standards of professional conduct among dentists.

“Prestige of dental profession” means standard of behaviour measured from the harzard to general dental profesonals. Where of dental professionals are honour and graceful therefore they should maintain this to be respected by people.

“Patient” means person who received all services in the field of dentistry.

“Advertisement” means the act that make known to people by verbal, radio, television or by other medias or printed notices such as newspapers, magazines, journals etc.

Chapter 1

General Behaviour of Dental Professionals

Article 2. Dental professionals should not behave infamous or disgraceful conduct in professional respect.

Article 3. Dental professionals should be in moral standards and maintain law and order.

Article 4. Dental professionals have to improve themselves in moral, etiquette, education, capability and attitude towards dentistry for the effectiveness and efficacy in dental practice.

Chapter 2

Dental Practice

Article 5. Dental professionals have to practise dentistry without selecting social status, race, ethnic, religion or politics.

Article 6. Dental professionals should be polite, full of hospitality and treat patients with good relation without threatening.

Article 7. Dental professionals have to maintain good professional standards in dentistry and rendering best services to patients without requesting for extra charges.

Article 8. Dental professionals should practice dentistry with care for the safety and economy of patients.

Article 9. Dental professionals should not promote or practise dentistry illegally.

Article 10. Dental professionals should not do or help unregistered persons to practise dentistry in their responsible clinics or hospitals.

Article 11. Dental professionals should not order, use or promote technology in examination and diagnosis or preventive procedures in dentistry including the use of equipments and materials which are not stated ingredients and have no scientific and technical support.

Article 12. Dental professionals should not deceive patients in dental practice for their own profits.

Article 13. Dental professionals must not arouse or persue patients to use their dental services for their own profits.

Article 14. Dental professionals must not give or receive any advantages or incentive in referring or getting patients for dental treatments.

Article 15. Dental professionals must not refuse to help serious dental suffering persons when they request in the case that dentists can help them.

Article 16. Dental professionals have to be careful on rendering services and aware of immoral conduct.

Article 17. Dental professionals must not intend to certify untrue documents or unfaithful suggestion concerning with dental practice.

Article 18. Dental professionals must not talk of patients' secrets which they know by their practices except patients allow them to do so or it is the duty according to the law.

Article 19. Dental professionals must not intend to prolong dental services for their own benefit.

Article 20. Dental professionals must explain the patients about the main point of dental services and let the patients make a decision to receive treatment .They have to show the service charges for each item and total amount when patients ask for.

Article 21. Dental professionals must think of the benefit of their patients in referring patients for safety and better dental services.

Advertisement of Dental Practice

Article 22. Dental professionals must not advertise or let the other person advertise on their practice or speciality of dental practice.

Article 23. Dental professionals must not advertise or let the other persons advertise on practice or speciality of dental practice of the other dentists.

Article 24. Advertisement stated on article 22-23 dental professionals may be done on the following categories :

- (1) presentation of technical reports in dental journal or dental conference.
- (2) presentation of official duties or in charitable activities.
- (3) presentation for technical development in public education
- (4) announcement of honourable by technical institute, association or foundation.

Those advertisement mentioned above must not be done for individual benefits on dental practice or the benefits of private dental clinics or hospitals.

Article 25. Dental professionals may show the words concerning with their dental practice at clinics as follow:

(1) name, surname, pre-fix or suffix such as dentist, royal rank, technical position , military rank.

(2) degrees, certificates, diplomas etc. which derived correctly from institutes which Dental Council support or according to the Dental Council Regulations.

(3) branch of dental services.

(4) working hours.

Article 26. Dental professionals may publish their dental services only the addresses, telephone numbers or information as stated in article 25.

Article 27. Dental professionals who are responsible for rendering technical information or answering dental health problems through mass media must not advertise their dental clinics and must not give information stated in article 26 at the same time.

Article 28. Dental practitioners have to be careful for their practice, not to lead their dental practice through mass media in the sense of advertisement their qualification, capability of themselves or others.

Article 29. Dental professionals must not advertise, hire or agree to let the other persons to use them or their names in advertisement of dental products through mass media.

Article 30. Dental professionals must not support dental products which do not show the ingredients or no scientific technical support.

Chapter 4

Relation Among Dental Professionals

Article 31. Dental professionals should give the honour and respect to each other.

Article 32. Dental professionals should not mock, deride, scold or look down upon other dentists concerning with dental practice at any time especially to the patients .

Article 33. Dental professionals should not persuade the other dentists' patients to be their patients.

Article 34. Dental professionals must not take over other dentists' works.

Article 35. Dental professionals must not take any documents, objects or equipments which belong to other dentists to be theirs.

Chapter 5

Relation to Colleagues

Article 36. Dental professionals should give the honour and respect to their colleagues.

Article 37. Dental professionals must not mock, deride or scold their colleagues.

Article 38. Dental professionals should help and promote the work of their colleagues.

Chapter 6

Experiment in Human Being

Article 39. Dental professionals who carry out the human researches have to get permission from the subjects and ready to prevent the subjects from any harm derive from that experiments.

Article 40. Dental professionals must behave to the subjects as good as behave to dental patients as stated in chapter 2.

Article 41. Dental professionals must be responsible for danger or damage due to the experiments which are not the fault of the subjects.

This regulation has been issued in the Royal Government Gazette and validates a day after the date of issue.

Anouncement on 24 November B.E. 2538 (1995)

Lt. Gen. Phisal Thepsithar

President

The Dental Council