

Alberta Dental Association and College Hearing Tribunal Decision

November 15, 2021

IN ACCORDANCE WITH BYLAW 19(7) OF THE ALBERTA DENTAL ASSOCIATION AND COLLEGE

On October 12, 2021, a Hearing Tribunal of the Alberta Dental Association and College found Dr. Saleh Al-Daghreer guilty of unprofessional conduct and imposed sanctions. A Hearing Tribunal is an independent group of decision-makers comprised of two members of the public appointed by the Government of Alberta and two dentists registered in Alberta.

The Hearing Tribunal found that Dr. Al-Daghreer's advertising or promotional materials referred to education and courses beyond his DDS or DMD degree; that they were not objectively verifiable or they could reasonably have been expected to create unreasonable expectations by patients or prospective patients, or they were capable of misleading or misinforming the public; and that they included a trade name that was misleading or implied specialization, or that had not been approved by the Alberta Dental Association and College.

The Hearing Tribunal discussed the importance of the Alberta Dental Association and College's Code of Ethics and the *Health Professions Act* pertaining to advertising and promotional materials. The public rely on dentists' advertising and promotional materials to make decisions about their healthcare. The public are generally not in a position to evaluate the costs and benefits of dental treatment themselves. This is why the rules in the Code of Ethics and *Health Professions Act* exist and dental advertising and promotion must be objective and verifiable. Dentists are required to regularly review their advertising and promotional materials to be sure they comply with the Code of Ethics and the *Health Professions Act*.

ORDERS OF HEARING TRIBUNAL

The Hearing Tribunal accepted a Joint Submission on Penalty from the parties and issued the following orders on sanction:

1. Dr. Al-Daghreer shall receive a reprimand with the Hearing Tribunal's decision serving as the reprimand;
2. Dr. Al-Daghreer shall pay a fine of \$2,000 on terms acceptable to the Complaints Director;
3. Dr. Al-Daghreer shall pay 50% of the costs of the investigation and hearing on terms acceptable to the Complaints Director.