

## Chapter DE 4

### CONDUCT, SIGN AND ADVERTISEMENTS OF PRACTITIONERS

#### DE 4.01 Advertisements

#### DE 4.02 Conduct

**DE 4.01 Advertisements.** (1) The use of any large display, glaring, illuminating or flickering light sign is prohibited.

(2) The use of any office sign larger than 600 square inches in size over all or containing letters over 6 inches in size shall constitute unprofessional advertising.

(3) Such office signs may contain only the name or names of the duly licensed dentists or hygienists practicing therein, their titles, office hours and purely educational matter not in conflict with law.

(4) The omission of the names of any associate licensed dentist or dental hygienist in signs or advertisements is considered a violation of section 152.07 (6) (f), Wis. Stats.

(5) The retention in or about the office or building for a period of longer than 6 months of a sign or signs of former dentists or of the use of the name of said former dentist or dentists in any form of advertising, listing or signs shall be considered misleading.

(6) The word "specialist" or titles designating a specialty shall only be used by one devoting substantially his entire time to one branch of dentistry.

(7) Advertising either by sign or in any manner under the name of a corporation, company, association, parlor or trade name is a violation of section 152.07 (6) (f), Wis. Stats.

(8) The use of any parlor or trade or assumed name under which a business was formerly conducted is a violation of section 152.07 (6) (f), Wis. Stats.

(9) Any printed advertisement larger than 20 square inches in size is a violation of section 152.07 (6) (h), Wis. Stats. Such printed advertisements may contain only the name or names of the duly licensed dentists or dental hygienists, their titles, office hours, location, telephone number or numbers and purely educational matter not in conflict with law.

(10) Advertising or use of statements of a character tending to deceive or mislead the public, is a violation under section 152.07 (6) (a), Wis. Stats.

(11) Advertising professional superiority or performance of professional services in a superior manner or statements to that effect are violations of section 152.07 (6) (b), Wis. Stats.

(12) It is the opinion of the board that the nature of professional services and materials required vary in each instant case, and the advertising or quoting of any fixed price for any particular operation or work is in violation of section 152.07 (6) (c), Wis. Stats.

(13) The use of representations of a tooth, teeth, bridgework or any portion of the human head, in signs, display cases, or in any form of advertising shall be considered a violation of section 152.07 (6) (d), Wis. Stats.

(14) Employing or making use of advertising solicitors or free publicity press agents is a violation of section 152.06 (6) (e), Wis. Stats.

**History:** Cr. Register, February, 1964, No. 98, eff. 3-1-64.

**DE 4.02 Conduct.** The following constitute violations of section 152.06 (5), Wis. Stats.

(1) Employing what is known as "cappers or streeters" to obtain business.

(2) Obtaining a fee by fraud or deceit.

(3) It is the opinion of the board that the splitting of fees by dentists in any manner constitutes obtaining a fee by fraud and deceit unless the patients are aware of such practices.

(4) Employing of unlicensed or suspended dentists or dental hygienists or dental students to perform dental operations except as provided by law.

(5) The advertisement of dental treatments or devices, claims in which untruthful or impossible statements are made.

(6) Habitual intemperance, gross immorality, or any offense coming under heading of moral turpitude.

**History:** Cr. Register, February, 1964, No. 98, eff. 3-1-64.