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mouth washes, dentifrices, or other articles or materials which are foisted on the public, claiming radical cure or prevention of disease by their use.

It is also unethical to promise radical cures or to boast of secret methods of treatment, secret remedies, and cures, or to exhibit certificates of skill or of success in the treatment of diseases, or to employ any other questionable method to gain the attention of the public for the purpose of obtaining patronage. It is the duty of the dentist to warn the public against the dishonest methods practiced and the false pretensions made by charlatans which may cause injury to health.

PROFESSIONAL LOYALTY AND PATRIOTISM

Sec. XII. Dentists should be good citizens and as such should bear their full part in sustaining institutions that advance the interests of humanity. They should be ever ready to counsel the public on subjects relating to dental health service. They should refrain from any act, comment, or insinuation which may reflect upon the dignity of the dental profession, not forgetting that a well merited reputation for honesty and professional ability, carry with them their own reward.

Thus, it is imperative that the dentist in all his relations with his patients, his fellow-practitioners, and the public, shall conduct himself as becomes a member of a *profession whose prime purpose is service to humanity.*

* * *

NOTE: Whenever there arises between members of the American Dental Association a grave difference of opinion regarding professional conduct, or questions of an ethical nature which cannot be adjusted without assistance, the dispute should be referred for consideration and settlement:

First; to a committee of impartial dentists, preferably the Committee on Ethics, or a similar committee, of the Home Component Society;

Second; should the verdict be unsatisfactory to either party, appeal may be taken to a similar committee of the state or constituent society of which the component society is a part;

Third; should the verdict still be unsatisfactory to either party, appeal may be made for final settlement to the Judicial Council and ultimately to the House of Delegates of the American Dental Association.

American Dental Association
58 East Washington St.
Chicago

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AMERICAN DENTAL ASSOCIATION

Code of Ethics of the American Dental Association

In order that the dignity and honor of the dental profession may be upheld, its standards exalted, its sphere of usefulness extended, and the advancement of dental science promoted, and that the members of the American Dental Association may understand more clearly their duties and obligations to the dental profession, to their patients, and to the community at large, the following Code of Ethics is prescribed:

GENERAL DEPARTMENT

Sec. I. It shall be incumbent upon every member of this Association to govern his department in accordance with the following prescribed principles; not that this code is supposed to cover the whole field of dental ethics, nor that the dentist is not charged with many duties and obligations in addition to those set forth herein. Briefly, the "Golden Rule" should be conscientiously applied by every member of this Association.

ADVERTISING

Sec. II. As an inducement to patronage in the practice of dentistry, it is unethical and unprofessional for a dentist to employ, or permit the employment of letters, handbills, posters, circulars, cards, signs, stereopticon slides, motion pictures, telephone, radio, newspapers, or any kind of printed or written publications, or any other device or means for the purpose of

- (1) advertising personal superiority or ability to perform services in a superior manner;
- (2) advertising definite fixed fees, which in the nature of the professional service rendered must be variable;
- (3) advertising statements that might be calculated to deceive or mislead the public;
- (4) advertising under the name of a corporation, company, association, parlor, or trade name;
- (5) advertising special methods of practice or peculiar styles or service;
- (6) advertising reports of cases or certificates to the public;
- (7) employing, associating with, or making use of advertising solicitors or free publicity press agents;
- (8) guaranteeing or warranting operations.

DIRECTORY ANNOUNCEMENTS

Sec. III. It is unethical for a dentist to announce his name in any city, commercial, telephone, or other public directory, or directories in public or office buildings, using what is known as display type or type that is in any way dissimilar in size, shape or color to that used for other names of dentists in the same directory.

It is likewise unethical for a dentist to announce his name in any kind of public directory under a heading such as "specialists," "Surgeon Dentists," or any other heading that might create in the mind of the reader the impression that the individual so listed is superior to those whose names appear under the simple heading—"Dentists."

CARDS IN PRESS, ETC., SPECIALISTS

Sec. IV. In communities in which it is customary for professional men to insert a card in the local press, or in programs for social events, theaters, etc., the same custom may be observed by the dentist, but such cards must be of modest size and type and shall not include more than the dentist's name, title, address, telephone number, and office hours. If he confines himself to the practice of a specialty, he may announce in modest type—"Practice limited to——" (announcing the specialty), but nothing more. *This association, however, believes such custom to be unbecoming to professional men and urges its members to abstain from such practice.*

PERSONAL CARDS, LETTERHEADS, ANNOUNCEMENTS, ETC.

Sec. V. A dentist is permitted to use personal professional cards of modest type announcing his name, title, address, telephone number, and office hours, and if he confines his practice to a specialty he may so announce it; he may also use modest appointment cards and diagrams for designating needed radiograms or operations. No cuts or other printed matter shall appear on professional cards. The same rule shall apply to letterheads, billheads, envelopes, etc. He may mail to his patients similar modest announcements, informing them of his absence from or return to practice; of the opening of an office; a new location, etc. He may use modest sized lettering announcing his name, title, and profession on his office doors or windows, or at the entrance to his office, and if he practices a specialty he may state "Practice limited to ——" (announcing the specialty). Large display signs or peculiar lighting, objects, characters, or anything that imitates the unethical methods of the charlatan shall be deemed unethical.

SPLIT FEES, COMMISSIONS, ETC.

Sec. VI. It is unethical for dentists to *pay or accept commissions in any form or manner* on fees for

professional services, radiograms, prescriptions, or on other services or articles supplied to patients. This Association discourages the custom of the dentist selling to patients, mouth washes, dentrifices, tooth brushes, or other materials or articles.

UNJUST CRITICISM

Sec. VII. One dentist should not disparage the services of another to patients. Criticism of operations which are apparently defective may be unjust through lack of knowledge of the conditions under which they were performed. However, the welfare of the patient is paramount to every other consideration and should be conserved to the utmost of the practitioner's ability. If he finds indisputable evidence that a patient is suffering from previous faulty treatment, it is his duty to institute correct treatment at once, doing it with as little comment as possible and in such a manner as to avoid reflection on his predecessor.

EMERGENCY SERVICE

Sec. VIII. If a dentist is consulted in an emergency by the patient of another practitioner who is temporarily absent from his office, or by a patient who is away from home, the duty of the dentist so consulted is to relieve the patient of any immediate disability by temporary service only, and then refer the patient back to the regular dentist. To urge upon the patient any other treatment is unethical.

CONSULTATION

Sec. IX. When a dentist is called in consultation by a fellow practitioner, he shall hold the discussion in the consultation as confidential, and under no circumstances shall he accept charge of the case without the consent of the dentist who has been attending it, nor until he has positive evidence that the previous dentist is fully compensated for the service he rendered.

DUTY TO REPORT ILLEGAL AND UNETHICAL CONDUCT

Sec. X. It is unethical for dentists to assist persons, unqualified because of deficiencies in moral character or education, who are evading legal restrictions governing the practice of dentistry; it is their duty to expose such persons without fear or favor. Dentists shall call to the attention of the proper dental or legal authorities illegal, corrupt, or dishonest conduct on the part of any member of the dental profession.

TESTIMONIALS AND FRAUD

Sec. XI. It is unethical for dentists to give testimonials concerning the supposed virtue of secret or proprietary preparations such as remedies, vaccines,