



TYPE	Professional Practice
NAME	Clinic Name Policy
DATE APPROVED BY COUNCIL	September 23, 2016
REVIEW DATE	

INTENT

The naming of denture clinics is currently governed by the Professional Misconduct Regulation. The Executive Committee considers applications for clinic names other than those that simply include the name of the Denturist (i.e. "John Doe's Denture Clinic").

THE POLICY

1. As per the O. Reg. 854/93 - Professional Misconduct of the *Denturism Act, 1991*:
 2. (1) A member shall not use a name or title other than his or her name as set out in the register in the course of providing or offering to provide denturist services, unless the name or title,
 - (a) reasonably refers to and describes the location of the practice;
 - (b) has been approved by the Executive Committee; and
 - (c) is accompanied by the name of the member, as set out in the register. O. Reg. 854/93, s. 2 (1).
 - (2) When a member practises denturism in association or in partnership with one or more other members and uses a name or title approved under subsection (1), the member shall notify the College within thirty days of a change in the association or partnership. O. Reg. 854/93, s. 2 (2).
2. The criteria that will be considered by the Executive Committee when deciding whether to approve a Clinic Name Registration are:
 - i) Shall not be perceived as superior ("better than");
 - ii) Can be based on immediate geographic location;
 - iii) Similar sounding names are not permitted within same municipality or proximity;
 - iv) Shall not hold profession in disrepute;
 - v) Shall not misrepresent themselves;

RELATED LEGISLATION AND DOCUMENTS

[Ontario Regulation 854/93 - Professional Misconduct](#)

[Denturism Act, 1991](#)

REVISION CONTROL

Date	Revision	Effective