Dear Colleague,

On behalf of the [Provincial Dental Association], we are writing you to inform you of a potential breach to the standard of care that dentists are mandated to uphold. Currently there are advertisements looking for employees to staff store front scan centres in different jurisdictions across Canada, for the purpose of providing Direct-to-Consumer clear aligner treatment. This is one of several companies that have been operating in the United States for a number of years. Their model is to have patients self-record their teeth with impression material or have an intra-oral scan taken in their store fronts. The models are then approved by a dentist (for a fee) in the jurisdiction where the patient lives to fabricate clear aligners and have them mailed directly to the patient.

This is alarming on many levels:

1. There is no medical/dental history taken.
2. There is no examination for other dental problems that may need treatment or assessment prior to tooth movement.
3. The gathering of impressions is not supervised.
4. There is no informed consent as the diagnosis and treatment plan has not been discussed with the patient.
5. The treatment is not supervised.

Patient care and protection from harm is definitely one of the core mandates of our provincial dental regulatory agency. Any dentist approving treatment for these patients will be subject to review by the DRA and could potentially be disciplined. This could result in fines, censure, and potentially the loss of license to practice.

Please be aware of any outreach by these aligner providers and do not embark in the practice of dentistry that reduces the standard of care that will endanger the public and expose you to review of your practice standards.

Respectfully,

[Insert signature]

[Insert Name, Title]
[Insert Organization]