It’s Time To Act on Direct-to-Consumer Care!

At the CAO’s recent Annual General Meeting in Vancouver, we were made aware that there is a corporate entity attempting to employ people to run Direct-to-Consumer orthodontic treatment store fronts. Currently, there are multiple cross-country advertisements posted on various employment websites. The CAO has been working hard over the past eighteen (18) months to advise the provincial Dental Regulatory Authorities (DRA’s), and other organizations (including Health Canada and Canadian Dental Association), about the potential harm these companies could pose the Canadian public.

These store fronts will scan patients, and without any other diagnostic information being gathered, these scans will be approved (for a fee) by a practicing dentist in the province where the consumer lives. The concern is that this is undiagnosed and unsupervised treatment that is potentially dangerous to the patients under care. We don’t believe that our current DRA’s (who are mandated to protect the public), understand the potential risk to the general
We believe that our referrals and general dentists need to be aware of the current expansion into Canada from what has been a very disruptive product in the United States. We are asking that our orthodontic colleagues get in touch with their general dentist referral base and have them contact their respective DRA’s and make them aware of the potentially harmful practice of dentistry that will occur once these store fronts are up and running. This will affect the entire profession not just the orthodontic specialist, but the general dentist as well.

Finally, we also encourage you to reach out to your provincial dental professional association and/or the Canadian Dental Association. Please reiterate the severity of the issues at hand, including the harmful threats this service poses to the public. Patients are the primary concern of a licensed health care practitioner, but not a corporate entity, where the bottom-line is the driving force. A sample letter is attached for you to edit and personalize with your contact information. This can also be shared with your dental professional peers.

Now is the time to act, before patients are harmed. We ask for your help in making all the appropriate organizations aware of the threat. The CAO will continue to reach out to all the national stakeholder groups as well, but the more voices that are raised the better.

If you have any questions, please reach out to the CAO office at cao@asssociationconcepts.ca

Sincerely,
The CAO Board of Directors