



College of Dental Surgeons of Alberta

Protected Titles and Representations Statement

June 2026

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This statement supports the College of Dental Surgeons of Alberta's mandate to protect the public by ensuring that representations of professional qualifications and services are not misleading and do not create a risk of harm.

A reasonable member of the public should be able to readily distinguish between a general dentist and a dental specialist, enabling informed patient decision-making.

Titles, trade names, and specialty designations must be accurate, authorized, and not misleading, and in alignment with the *Health Professions Act* (s. 102 and s. 128(5)(a)), the *Dentists Profession Regulation* (s. 10), the CDSA Code of Ethics (s. Be Fair and Honest), and the CDSA Advertising Statement.

All registrants are responsible for the representations they make of their qualifications, practice, services, and professional status, including those created on their behalf.

All registrants of the College may use the following titles:

- *registered*
- *dentist*
- *doctor and Dr.*

Registrants must not use, permit, or be associated with any representation that expressly states or implies a specialization, authorization, or status that is not accurate and authorized.

Registrants may only use those titles, specialty designations, and descriptors for which they are registered and authorized under the *Dentists Profession Regulation* and applicable approval of the College.

The following titles are recognized dental specialty designations in Alberta:

- *Endodontist*
- *Oral and Maxillofacial Surgeon*
- *Orthodontist and Dentofacial Orthopedist*
- *Pediatric Dentist*
- *Periodontist*
- *Prosthodontist*
- *Oral Pathologist and Oral Medicine Specialist*
- *Oral and Maxillofacial Radiologist*
- *Public Health Dentist*

Re: Titles and Abbreviations (s. 10) of the *Dentists Profession Regulation*

Trade names must not expressly or implicitly represent a recognized dental specialty unless accurate and authorized and must not mislead the public as to the nature of services provided.

When specialists and general dentists practise in association, representations must accurately reflect the nature of that association and must not present the practice as exclusively specialty-based.

General dentists must not practise in an office that uses a trade name that incorporates or implies a recognized dental specialty unless general dentistry services are clearly identified.

A regulated member shall not engage in advertising that is untruthful, inaccurate or otherwise capable of misleading or misinforming the public.

Re: Advertising (s. 102) of the *Health Professions Act*

No Person other than a regulated member shall use a title, abbreviation or initials set out in section 2 of a schedule to this Act alone or in combination with other words in a manner that states or implies that the person is a regulated member of the college to which section 2 of the schedule refers.

Re: Protected words, abbreviation (s. 128(5)(a)) of the *Health Professions Act*

Patients must be informed at all material points of contact, whether services are provided by a general dentist or a dental specialist.

A dentist must be truthful, cooperative, and candid in all professional matters. This means fully disclosing and not misrepresenting, embellishing, or omitting any information to patients, the public about dental matters, other professionals, and the College. A dentist has a responsibility to uphold the integrity of the profession, other members, and themselves.

Re: 'Be Fair and Honest' section of the 2023 *CDSA Code of Ethics*

The College will interpret protected titles and representations in a manner consistent with the *Health Professions Act*, *Dentists Profession Regulation*, *CDSA Code of Ethics*, and *CDSA Advertising Statement*. Compliance will be assessed based on the overall effect of representations, from the perspective of a reasonable member of the public.

CEO & Registrar, Complaints Director, or designate is responsible for the interpretation, oversight, and enforcement through established regulatory processes.

A registrant's failure to comply may constitute unprofessional conduct under the *Health Professions Act*.



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