

## **Principles of Patient-Centred Care and the Business of Dentistry**

Draft for  
Consultation

**Standards and guidelines inform practitioners and the public of CDSBC's expectations for registrants. This document primarily contains standards, which are, by definition, mandatory and must be applied. Standards are clearly identified by mandatory language such as "must" and "required." This document also contains guidelines that are highly recommended but – while being evidence of a standard – are not, strictly speaking, mandatory. Guidelines contain permissive language such as "should" and "may."**



# 1. Principles of Patient-Centred Care and the Business of Dentistry

## Dentists' Obligations and Responsibilities

1. Dentists must exercise independent judgment to provide advice and treatment that promotes the patient's oral health and that is in the patient's best interest. Advice offered and treatment provided must be based on the clinical needs of the patient - independent of business interests of the dentist or any third party.
2. Practice owners and managers must recognize and put in place protocols and procedures to ensure that patients' interests are not subordinated to business considerations.
3. Any dentist with an ownership interest in a practice is accountable for the activities of the practice including compliance with College requirements.
4. Dentists must treat colleagues and patients fairly in all financial dealings.
5. Only the treating dentist may diagnose, prepare a treatment plan, and treat the patient, or oversee treatment if appropriately delegated. Regardless of practice arrangements, third parties must not prescribe or direct treatment for a patient, or otherwise compromise the treating dentist's autonomy.
6. Dentists must ensure that informed consent discussions set out the risks, benefits, and costs of all reasonable treatment options for the patient, including the option of no treatment.
7. Dentists may only deliver treatment they are competent to provide and that they believe is appropriate to the individual patient's need, regardless of who diagnosed and prepared the treatment plan.

## The Patients' Perspective

- The patient's health and quality of care come before the business interests of the dentist or any third party.
- The patient can expect that every owner of a dental practice is accountable for the activities of the practice.
- The patient must be treated fairly in all financial dealings.
- The patient must receive a diagnosis and treatment plan arrived at in consultation with their treating dentist based on their individual needs, free from influence by third parties.
- The patient must be informed of all reasonable treatment options available to them including no treatment. The patient must receive only the treatment for which they have provided informed consent.
- The patient must only receive treatment that is appropriate for their needs, delivered by a dentist who is competent to provide that treatment.