ANALYSIS OF THE RESTRICTIONS OF DENTAL ADVERTISING, INTEGRATED REVISION OF DENTAL CODES OF ETHICS OF THE AMERICA COUNTRIES

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Abstract
Objective: To carry out an integrative review in the Dental Code of Ethics (DCE) of American countries looking for to observe divergences and similarities in relation to the disclosure of before and after photos in the scope of dentistry. Material and Method: The CEOs in Brazil, Mexico and the USA were surveyed, as well as in relevant articles on the restrictions on advertising and advertising in them. Results: Advertising in dentistry presents as main restriction the presentation of photos before and after the procedures. It was observed that in the three countries surveyed: Brazil, Mexico and the United States, advertisements that promise great results are vetoed, since they cannot be reached with fidelity. Conclusion: Thus, the ethical aspects addressed in the American CEOs surveyed have many points in common. However, only Brazil highlights the issue of before and after photos as an ethical infraction, regardless of patient authorization.
Keywords: Advertising. Ethics. Infringement.

Resumen
Objetivo: Realizar una revisión integrativa en los códigos de ética odontológica (CEO) de países americanos buscando observar divergencias y semejanzas en relación a la divulgación de fotos antes y después en el ámbito de la odontología. Material y Método: Fueron investigados en los CEOs Americanos: Brasil, México y EU, así como en artículos relevantes, sobre las restricciones de publicidad y propaganda en los mismos. Resultados: La publicidad en odontología presenta como principal restricción la presentación de fotos antes y después de los procedimientos. Se observó que en los países encuestados: Brasil, México y Estados Unidos las propagandas que prometen grandes resultados son vetadas, una vez que las mismas no puedan ser alcanzadas confidencialidad. Conclusión: Así, los aspectos éticos abordados en los CEOs Americanos encuestados pose en muchos puntos en común. Sin embargo, sólo Brasil destaca la cuestión de las fotos antes y después como una infracción ética, independientemente de la autorización del paciente.

Resumo
Objetivo: Realizar uma revisão integrativa nos códigos de ética odontológica (CEO) de países Americanos procurando observar divergências e semelhanças em relação a divulgação de fotos antes e depois no âmbito da odontologia. Material e Métodos: Foram pesquisados nos CEOs Americanos: Brasil, México e EUA, como também em artigos relevantes, sobre as restrições de publicidade e propaganda nos mesmos. Resultados: A publicidade em odontologia apresenta como principal restrição a apresentação de fotos antes e depois dos procedimentos. Observou-se que nos três países pesquisados: Brasil, México e EUA as propagandas que prometem grandes resultados são vetadas, uma vez que as mesmas não possam ser alcançadas com fidelidade. Conclusão: Assim, os aspectos éticos abordados nos CEOs Americanos pesquisados possuem muitos pontos em comum. Contudo, apenas o Brasil destaca a questão das fotos antes e depois como uma infração ética, independentemente da autorização do paciente.
Descritores: Publicidade. Ética. Infração.

Introduction
The World Health Organization is responsible for leading issues and partnerships for health development, for stimulating scientific research, for setting standards in the area, for providing technical support and for monitoring the health situation in the world. The codes of ethics are a complementary inspection of each country, the same is intended to guide the conduct of professionals with respect to ethics in relation to patients, their peers and society.\(^{3-9}\)

The Dental Code of Ethics (DCE) regulates the rights and duties of the dental surgeon, technicians and auxiliaries, in the area of Dentistry, in the public and/or private sphere, with the obligation to register in the Dentistry Councils. Dentistry is a profession that is exercised for the benefit of the health of the human being, of the community and of the environment, without discrimination of any form or pretext.\(^{2-8}\)

Dental care is the health of the human being. It will be up to the dental professionals, as members of the health team, to direct actions aimed at satisfying the health needs of the population. It is important that they seek to defend the principles of public health and environmental policies, which guarantee universality of access to health services, integral health care, preservation of individuals' autonomy, community participation, hierarchization and administrative political decentralization health services.\(^{3}\)

The objective of the study was to carry out an integrative review in the Dental Code of Ethics (DCE) of American countries, looking for to observe divergences and similarities in relation to the disclosure of before and after photos in the scope of dentistry.

**Material and Methods**

Due to its high population, the DCEs of Brazil, the United States of America (USA) and Mexico were selected. We conducted a survey of information, searched the DCEs, articles and publications of the theme. Through qualitative analysis of the information, the following aspects were listed for comparison: ethical infractions, direct and duties of dental surgeons (DS) and aspects that resemble the Brazilian reality.

The DCEs we used were: Dentistry Code of Ethics of the Federal Council of Dentistry/Brazil, Mexican Dental Association, National Federation of Schools of Dental Surgeons (Asociacion Dental Mexicana National Federation of Colleges of Dental Surgeons), American Dental Association Principles of the Code of Ethics and Professional Conduct / USA (American Dental Association Principles of Ethics Code & of Professional Conduct) With revised official advisory opinions for February 2018.\(^{3-5}\)

**Results**

In view of the qualitative analysis, several similar points were observed regarding the ethical infraction of the conduct of the DSs of these American countries. However, there were also facts that differ, especially in the DCE of Brazilian ethics, which makes explicit the prohibition of disclosure of before and after photos, unlike the other analyzed DCEs, such as the Mexican and North American codes, which do not have this clause in the matter of infraction.

**Discussion**
Important aspects of the Brazilian DCE

The advertisement of advertising and advertising:

Advertisements, advertisements and advertising may be made in any medium, respecting the rules of what can and cannot be disclosed by the professional.

It is an ethical infraction to offer free work with the intention of self-promotion or to promote campaigns offering favors exchanges, to announce professional services as a prize in a contest of any nature or through the acquisition of other goods for the use of services rendered. (3-8)

Specialties

The specialist, attending the patient referred by a dental surgeon, will only act in the area of his requested specialty. It is forbidden to call yourself a specialist without applying for the specialty in the Regional Council. For diagnosis and treatment purposes, the specialist may confer with other professionals.

Autonomy

The patient's consent must always exist for any procedure in the health area, respecting his or her will, moral values and beliefs.

Important Aspects of the US DCE

The advertisement of advertising and advertising

The DS should not induce your patients to buy products or undergo procedures for misrepresenting the value of the product, the need for the procedure or the professional expertise of the DS in recommending product or procedure.

In the case of a health-related product, it is not sufficient for the DS to rely on the manufacturer's or distributor's representations about the product’s safety and efficacy. The DS has an independent obligation to investigate the truth and accuracy of such claims and verify that they are based on scientific knowledge or research.

DSs should disclose to their patients all relevant information need to make an informed purchase decision including whether the product is available elsewhere and if there is financial incentive for the DS to recommend the product that would not be evident to the patient

Specialties

A DS may advertise as a specialist to the public in any specialties recognized and granted to the standards required by the American Dental Association.

DSs that elect to advertise specialization must use "specialist" and must dedicate a sufficient part of their practice to the advertised specialty or specialties to maintain specialization, CDs whose practice is devoted exclusively to a specialty may announce that their practice "is limited to "That specialty or those specialties. The burden of responsibility lies with specialists to avoid any inference that general practitioners who are associated with experts are qualified to advertise as specialists.
Autonomy

The patient has the right to determine what should be done with his or her own body. Because patients are moral entities, they are able to make autonomous decisions. Respect for patient autonomy affirms this dynamic in the doctor-patient relationship and forms the basis for informed consent, to protect patient confidentiality and to maintain truthfulness.\(^{(5)}\)

Important Aspects of the Mexican DCE

The advertisement of advertising and advertising

The ads are relevant in order to give a good service to the public and contribute to the good reputation of the profession. Although DSs can advertise, they will use no means of communication to propagate false information or speculations of any kind to patients.

In the event that a DS is advertising and disclosure of its work to the public promoting dubious hopes, in order to induce the solicitation of professional services of the same. This dental surgeon becomes responsible to the public for conducting sensationalist, false or misleading advertising. The DS is also responsible when it publishes an article as an author about its profession, without having a correct and comprehensive analysis of the sources of information, thus leading to misinformation to the public.

Specialties

Specialists should observe the regulations that, for each specialty, National Councils of Specialty and Professional Associations. The specialist must request the respective Mexican Council to certify, and when fulfilling the requirements, include in his professional identification, the registration number, the date of certification or recertification and the name of the granting board.

DSs that choose to advertise their specialty or manifest in their professional profession should use the caption "specialist in" or add to the "limited practice" of the specialty and restrict their activity exclusively to the specialty areas of the dental practice they advertise since, in the at the time of the announcement, said DSs comply with the educational requirements and rules established by the Mexican Councils of each specialty. It is an ethical infraction of those professionals who present themselves as specialists without the correct certification.

Autonomy

The DS should provide information to its patients about the diagnosis found, the prognosis and possible treatment plan so that the patient has the elements to decide and accept the convenience of the proposed treatment.

Dentistry is a science with constant technological advances that fertilize its theoretical knowledge and refine its therapeutic efficiency. Although their technical devices always update themselves in response to the dynamics of modern science, the ethical reflections evidenced in the code of professional ethics did not follow the moral transformations observed in the contemporary Brazilian society, being necessary consultation for elucidation of questions.\(^{(9)}\)

Conclusion
The qualitative analysis of the DCEs shows that they have a consensus on the need for the specialist title for the disclosure. Since the US and Mexican DCEs include the term "limited practice" to ratify the area of operation. It is observed that the norms show concern in curbing the abusive advertising, in front of new alternatives of publicity. It was possible to analyze that respect for autonomy is guaranteed in all DCEs surveyed.

We conclude that the ethical aspects addressed in the ECOS reviews have many points in common, but only Brazil highlights the issue of before and after photos as an ethical infraction, regardless of patient authorization (Resolution CFO 118/2012). However, Mexico and the US emphasize that no dentist surgeon should offer or advertise services that are misleading or deceptive.

References
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