

Re: Labs and crowns

Source: <http://sci.tech-archive.net/Archive/sci.med.dentistry/2004-07/1726.html>

From: Alexander Vasserman DDS., BS. (*purple543210_at_yahoo.ca*)

Date: 07/14/04

Date: 13 Jul 2004 17:53:26 -0700

Steven Fawks <tuthjockey@earthlink.net> wrote in message
news:<%6Uic.1981\$Qu5.1227@newsread2.news.pas.earthlink.net>...
> *Personally, I think advertising cheapens the profession.*

Only if you advertise coupons.

Advertising is a key factor in any business profession dentistry is
not an exception.

If you advertise it is nice to do it with taste but it also must be
focus on the market you want to attract.

When I visit

> *different cities and flip through the Yellow Pages, I don't know whether*
> *to laugh or throw up.*

>

> *Guess that's one area where I'm still old fashioned.*

>

> *Fawks*

>

> *Joel M. Eichen, D.D.S. wrote:*

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>> *We agree. Its deceptive and not according to ADA*

>> *classification of specialists ,, hence is it also unethical?*

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>

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>>> *Again... maybe Canadian standards are different but I can't even call myself*

>>> *a "dental surgeon" even though my degree is doctor of dental surgery.*

>>> *According to my provincial governing body I can use Dr., Doctor, Dentist, or*

>>> *Registered.*

>>>

>>> *Oddly enough it isn't really enforced. I know of people who advertise*

>>> *cosmetic dentist, implant specialist, dental surgeon, etc.*

>

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>>

>>> *jwn dds*