



DISCUSSION QUESTIONS

STAKEHOLDER MEETING

22 TEX. ADMIN. CODE 108.54

1. If the Board permitted dentists to advertise as “specialists” in areas of practice that are not one of the nine areas of practice recognized by the ADA as a specialty area:
 - a. How should the Board determine which additional areas of practice qualify as a “specialty?”
 - b. How should the Board determine in which additional areas of practice a dentist may advertise as a specialist?
 - c. If the Board limited the additional areas of specialty to areas of practice recognized by certifying boards, what requirements should the certifying boards in the “new” specialty areas meet? What requirements should a dentist meet to advertise as a specialist in an area of practice recognized by a certifying board?

2. What is the difference between the term “specialist” and the term “board certified?”
 - a. What training or experience is implied by the term “specialist?”
 - b. What training or experience is implied by the term “board certified?”

3. What is the minimum training or qualifications that a dentist should meet to advertise as a specialist? In an ADA-recognized specialty area? In an area of practice recognized by a certifying board? In an area of practice not recognized as a specialty by ADA or a certifying board?

4. What is the best way to protect the public from misunderstanding the credentials of a dentist whose practice is limited to a particular area of practice and who wishes to advertise as a “specialist” in that area of practice?



5. If you hold a board certification in an area of practice that is not recognized by ADA as a specialty area, what are the requirements to obtain certification? What are the levels of certification? What are the requirements to maintain certification?

6. If a dentist advertises as a specialist in an area of practice that is not recognized by the ADA as a specialty area, should the dentist advertise as a “specialist” or as “board certified?”

7. If the Board permitted certain advertising with a “disclaimer,” should the disclaimer be utilized:
 - a. When an area of practice is not recognized by the Board as a specialty area
EX: “Dr. Doe specializes in ABC dentistry. ABC dentistry is not recognized as a dental specialty area by the Texas State Board of Dental Examiners”; or
 - b. When a dentist is not qualified as a “specialist” in an area of practice that is recognized as a specialty area by the Board?
EX1: “Dr. Doe specializes in ABC dentistry. Dr. Doe does not meet specialist requirements of the Texas State Board of Dental Examiners.”
EX2: “Dr. Doe specializes in ABC dentistry. Dr. Doe is not board-certified in ABC dentistry by a board that is recognized by the Texas State Board of Dental Examiners.”

Texas Register

TITLE 22 EXAMINING BOARDS
PART 5 STATE BOARD OF DENTAL EXAMINERS
CHAPTER 108 PROFESSIONAL CONDUCT
SUBCHAPTER E BUSINESS PROMOTION
RULE §108.54 Advertising of Specialties
ISSUE 12/07/2012
ACTION Final/Adopted

[Preamble](#)

[Texas Admin Code
Rule](#)

(a) Recognized Specialties. A dentist may advertise as a specialist or use the terms "specialty" or "specialist" to describe professional services in recognized specialty areas that are:

- (1) recognized by a board that certifies specialists in the area of specialty; and
- (2) accredited by the Commission on Dental Accreditation of the American Dental Association.

(b) The following are recognized specialty areas and meet the requirements of subsection (a)(1) and (2) of this section:

- (1) Endodontics;
- (2) Oral and Maxillofacial Surgery;
- (3) Orthodontics and Dentofacial Orthopedics;
- (4) Pediatric Dentistry;
- (5) Periodontics;
- (6) Prosthodontics;
- (7) Dental Public Health;
- (8) Oral and Maxillofacial Pathology; and
- (9) Oral and Maxillofacial Radiology.

(c) A dentist who wishes to advertise as a specialist or a multiple-specialist in one or more recognized specialty areas under subsection (a)(1) and (2) and subsection (b)(1) - (9) of this section shall meet the criteria in one or more of the following categories:

- (1) Educationally qualified is a dentist who has successfully completed an educational program of two or more years in a specialty area accredited by the Commission on Dental Accreditation of the American Dental Association, as specified by the Council on Dental Education of the American Dental Association.

(2)Board certified is a dentist who has met the requirements of a specialty board referenced in subsection (a)(1) and (2) of this section, and who has received a certificate from the specialty board, indicating the dentist has achieved diplomate status, or has complied with the provisions of §108.56(a) and (b) of this subchapter (relating to Certifications, Degrees, Fellowships, Memberships and Other Credentials).

(3)A dentist is authorized to use the term 'board certified' in any advertising for his/her practice only if the specialty board that conferred the certification is referenced in subsection (a)(1) and (2) of this section, or the dentist complies with the provisions of §108.56(a) and (b) of this subchapter.

(d)Dentists who choose to communicate specialization in a recognized specialty area as set forth in subsection (b)(1) - (9) of this section should use "specialist in" or "practice limited to" and should limit their practice exclusively to the advertised specialty area(s) of dental practice. Dentists may also state that the specialization is an "ADA recognized specialty." At the time of the communication, such dentists must have met the current educational requirements and standards set forth by the American Dental Association for each approved specialty. A dentist shall not communicate or imply that he/she is a specialist when providing specialty services, whether in a general or specialty practice, if he or she has not received a certification from an accredited institution. The burden of responsibility is on the practice owner to avoid any inference that those in the practice who are general practitioners are specialists as identified in subsection (b)(1) - (9) of this section.

This agency hereby certifies that the adoption has been reviewed by legal counsel and found to be a valid exercise of the agency's legal authority.

Filed with the Office of the Secretary of State on November 26, 2012

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