



ALBERTA
HEALTH

*Deputy Premier
Office of the Minister
MLA, Edmonton-Glenora*

AR 140167

Dr. Allan Graas, President
Alberta Dental Association and College
Suite 101, 8230 – 105 Street
Edmonton, Alberta
T6E 5H9

Dear Dr. Allan Graas,

As you know, Alberta Health has completed an Alberta Dental Fee Review. Albertans identified several areas of concern during the course of the review, including the Alberta Dental Association and College's (ADAC) advertising guidelines. Our government is now implementing a plan to address the concerns we heard. One area of focus is the concerns that were raised about the advertising guidelines.

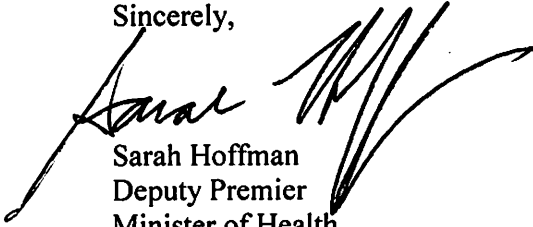
In particular, dental providers expressed concern about ADAC's current advertising guidelines and the barrier they impose on their ability to advertise services. We also heard from Albertans about the impact this has on their ability to determine the cost of a dental service before seeking treatment. The lack of transparency with regard to fees for dental services was a focal point during the review.

It is ADAC's role to provide leadership to the dental profession with regard to professional regulations and member services, and to provide information and services that ensure Albertans receive safe, appropriate, ethical and quality dental care. To fulfill this role, I expect that ADAC will support dental providers by providing them with clear direction on how to apply the advertising guidelines. In turn, this will provide Albertans with clear information regarding dental services and fees.

Acting in the capacity of the regulatory college, it is of paramount importance that ADAC hold the public confidence and serve the public interests at the forefront of their considerations. As such, I expect that in relation to these matters and other arenas currently in public discussion that the ADAC will meet these obligations with diligence and professionalism.

In follow up to this letter, please provide me with a response that demonstrates how ADAC plans to move forward to address these concerns.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sarah Hoffman', with a large, sweeping flourish extending to the right.

Sarah Hoffman
Deputy Premier
Minister of Health

cc: Dr. Randal Croutze, Chief Executive Officer, Alberta Dental Association and College