
HOUSE CONCURRENT RESOLUTION

URGING THE BOARD OF DENTAL EXAMINERS, IN ADOPTING PROPOSED RULES RELATING TO FALSE OR MISLEADING ADVERTISING BY DENTISTS, TO CONSIDER WHETHER FURTHER GUIDELINES SHOULD BE ADOPTED TO SPECIFY THE TYPES OF ADVERTISING THAT ARE PROHIBITED.

- 1 WHEREAS, dental health services are important to the
2 overall health and well-being of individuals; and
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- 4 WHEREAS, given the numerous and diverse specialties in the
5 practice of dentistry, advertising by dentists must accurately
6 describe the dentist's qualifications; and
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- 8 WHEREAS, the Board of Dental Examiners (Board) is charged
9 with the licensing and sanctioning of dental health
10 professionals; and
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- 12 WHEREAS, the Board is authorized to sanction dentists for
13 false, fraudulent, or misleading advertising prohibited under
14 section 448-4, Hawaii Revised Statutes; and
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- 16 WHEREAS, H.B. No. 2298, introduced in the Regular Session
17 of 2008, proposes to specify the types of false or misleading
18 advertising that are prohibited; and
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- 20 WHEREAS, among other things, H.B. No. 2298 specifies that
21 false or misleading advertising includes advertising a dental
22 specialty for which the dentist has not successfully completed
23 the necessary education requirements; and
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- 25 WHEREAS, in testimony submitted in opposition to H.B. No.
26 2298, the Board noted that it has been collaborating with the
27 Hawaii Dental Association on proposed amendments to the Board's
28 administrative rules that would further clarify the Board's
29 ability to sanction licensees for false or misleading
30 advertising; and



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1 WHEREAS, the Board further testified that it considered
2 H.B. No. 2298 unnecessary because the bill is apparently
3 redundant to the proposed amendments to the Board's
4 administrative rules; and

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6 WHEREAS, it is in the public interest to ensure that the
7 Board's proposed rules address the issues and concerns that
8 prompted the introduction of H.B. No. 2298; now, therefore,

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10 BE IT RESOLVED by the House of Representatives of the
11 Twenty-fourth Legislature of the State of Hawaii, Regular
12 Session of 2008, the Senate concurring, that the Legislature
13 urges the Board of Dental Examiners, in adopting proposed rules
14 relating to false or misleading advertising by dentists, to
15 consider whether further guidelines should be adopted to specify
16 the types of advertising that are prohibited; and

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18 BE IT FURTHER RESOLVED that certified copies of this
19 Concurrent Resolution be transmitted to the Chair of the Board
20 of Dental Examiners and the President of the Hawaii Dental
21 Association.

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OFFERED BY: _____



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