

# PROFESSIONALISM AND ETHICS IN DENTISTRY



**SATURDAY, FEBRUARY 29, 2020**  
**THEATRE B, BASIC MEDICAL SCIENCES BUILDING**  
**745 BANNATYNE AVENUE, WINNIPEG, MB**

## Agenda

Registration 8:30

Lecture 9:00 am - 4:00 pm

*Continental breakfast and lunch provided.*

This course is suitable for all those involved in the practice of dentistry, dental hygiene, dental assisting and other office personnel. Through review of the Code of Ethics from the Manitoba Dental Association and Canadian Dental Hygienists Association, as well as case studies, we will journey into the world of professionalism and ethics through exploration of the following topics and activities:

- Public interest versus public protection
- Personal versus professional accountability
- Professional judgment
- Professional boundaries versus respect for individuality
- Conflict of interest
- Informed consent
- Privacy versus confidentiality
- Duty to report
- Principles of ethical behaviour
- Standards of practice

## Learning objectives

At the end of the course, participants should be able to:

- Identify the principles of ethical behaviour
- Identify the principles of professionalism
- Analyze case studies to determine ethical resolutions to a problem
- Apply this knowledge to a problem in the practice of dentistry, dental hygiene, dental assisting, or administration
- Utilize ethical principles and professionalism to model ethical behaviour and mitigate the risk of a patient complaint



**UP TO 6 HOURS CDE CREDITS**  
(LECTURE/LIVESTREAM)

## Fee

**Dentist: \$245**

**Dental hygienist: \$95**

**Dental assistant: \$45**

**Other: \$45**

**Registration Deadline**  
**February 26, 2020**

## Presenter

**Patricia Ling, B.Sc., DDS, M.Sc.**

Dr. Ling obtained her Bachelor of Science degree in 1976 and her Doctor of Dental Science in 1980 from the University of Toronto. After five years of clinical practice, she began her teaching career at the Dr. Gerald Niznick College of Dentistry, University of Manitoba in 1986. From 1988 to 1990, she was an Assistant Professor in the Department of



Restorative Dentistry, coordinated first and second year dental courses and taught clinically in Oral Diagnosis, Periodontology, Dental Hygiene and Restorative Dentistry.

With a passion to combine basic and clinical sciences teaching, Dr. Ling completed her Masters of Science degree in 1995 through the Department of Anatomy, University of Manitoba with a focus on developing an in-vivo surgical technique to measure pulpal response to CO2 laser technology, through micro and ultrastructural analysis.

As past Registrar of the Manitoba Dental Association, Dr. Ling has been involved with licensure of dentists and dental assistants, professional dental corporations and the Peer Review/Disciplinary process system for the dental profession in Manitoba. Her extensive knowledge in, and experience with, dental regulation on a local, provincial, and national level will provide thought-provoking presentation on the foundational principles of the dental profession.



# GENERAL INFORMATION

## REGISTRATION

Register online with AMEX, VISA or MasterCard at [cpd-umanitoba.com](http://cpd-umanitoba.com) or call 204-789-3562 to register by phone.

## REFUND POLICY

Generally, a registration fee refund may be granted upon written request 14 days prior to the start date of the course; however, an administration fee will be retained. Please refer to each specific event brochure for exact details.

If written or verbal notice of withdrawal is received from a registrant less than fourteen (14) days prior to the date of the event, requests for refunds will be assessed on a case-to-case basis and are at the discretion of the Office of Continuing Competency and Assessment.

## CANCELLATION

The University of Manitoba Office reserves the right to cancel or postpone any educational program due to an insufficient number of registrations. The decision to cancel will normally be made at least fourteen (14) days prior to the program date.

Each registrant will be notified by email and provided with a full refund of all registration fees. The University of Manitoba is not liable for any loss, damages or other expenses that such cancellations may cause, including, but not limited to, non-refundable airline fares, hotel penalties or lost income.

## DISCLOSURE OF CONFLICTS OF INTEREST

In keeping with accreditation guidelines, instructors participating in our programs are required to disclose to the audience any involvement with industry or other organizations that may potentially influence the presentation of the educational material.

## ACCESSIBILITY

The University of Manitoba is committed to accessibility for persons with disabilities. To request accommodations, contact Laura Friesen at [Laura.Friesen@umanitoba.ca](mailto:Laura.Friesen@umanitoba.ca) in advance of your program.

## CONTACT

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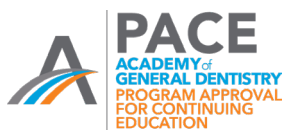
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The information presented in continuing education courses offered at the University of Manitoba are for educational purposes and not intended to supersede the professional judgment of participants in rendering patient care. Participants are cautioned about the dangers of incorporating techniques and procedures into their practices without adequate clinical experience.

Institutions of dental education have an obligation to disseminate new knowledge and training related to dental practice. Some courses may include controversial materials, philosophies of practice, or commercial references. When a company sponsors a continuing dental education course at the University of Manitoba, this does not imply that the University of Manitoba endorses a particular philosophy, procedure or product.



## PROGRAM APPROVAL FOR CONTINUING EDUCATION (PACE)

This course is designed for 6 hours of Continuing Dental Education Credits.  
Rady Faculty of Health Sciences,  
University of Manitoba Nationally

Approved PACE Program Provider for FAGD/MAGD credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement. The current term of approval extends from July 1, 2018 to June 30, 2022.

Provider ID# 214210 AGD Subject Code 555 AGD Code ETHICS2020

