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THE IMPORTANCE OF DENTAL MARKETING ACTIONS, RESPECTING ETHICAL ASPECTS IN A HIGHLY COMPETITIVE MARKET IN MODERN DENTISTRY

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ABSTRACT

Increasingly, the dental market becomes competitive. Brazil has about 280 thousand dental surgeons duly registered in the class organs, besides other professionals who act illegally performing non-invasive procedures. This extremely competitive market requires professionals to seek legal forms and methods with marketing actions, aiming to reach, guide and attract new patients. This work aims to address the different forms of dental marketing, defining how these actions can strengthen the bonds between professionals and patients, becoming a strategy to face the competitive market. It encompasses actions that seek effectively, demonstrate that marketing is more than advertising, takes into account the behavioral structure of the brand, the office, and the employees. Thus, marketing actions are numerous and can be applied in a simple and effective manner, as long as they are supported by ethical foundations, making the professional stand out, retain loyalty and ensure professional success. The objective of this study is to identify, through a bibliographic review, the importance of dental marketing actions, respecting ethical aspects in a highly competitive market in modern dentistry, aiming at structuring and solidifying the links between professionals and patients.

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INTRODUCTION

Marketing strategies and actions in dentistry, has always been a theme that aroused warm discussions among professionals and organs of regulatory classes (Conselho Federal De Odontologia, 2006). The increasing number of courses, the highly technical emphasis on training and the commercialization guided by some professionals, have increasingly contributed to the increase of competition in the dental market (Conselho Federal De Odontologia, 2006 and Devigus, 2018). In the face of a highly competitive market, the trader is frequently and attracted to using techniques and strategies of marketings from other markets in the commercial system, with the objective of attracting more customers. Many of these practices include telemarketing systems, pamphlets,

collective buying sites, newspaper advertisements, radios, television and widely promotional facades (Parmar, 2018). In aligning with these mercantilist strategies, the professional usually ends up in some infractions related to the ethics of the profession regulated by the class organs (Parmar, 2018 and Perri, 2005). This made it possible to guide, systematize and organize the strategies of disclosure was approved with the Federal Council of Dentistry (FCD), valid from 2013, a new code. Therefore, the present work aimed to describe through literary review the importance of dental marketing actions, respecting the ethical aspects in a highly competitive market in modern dentistry.

Literature Review and Discussion

The dynamic market currently offers a wide way for professionals to publicize their services (Conselho Federal De Odontologia, 2006 and Devigus, 2018). In order not to incur

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ethical infractions, the professional must comply with the norms imposed by the Federal Council of Dentistry (FCD) and pay attention to the modalities of the actions that may be carried out (Pereira, 2015). Table 01 denotes all the information that must be related and some optional, based on the new code of ethics of dentistry.

Table 1. The obligation of information - Source: Federal Council of Dentistry (Conselho Federal De Odontologia, 2006)

REQUIRED INFORMATION	OPTIONAL INFORMATION
Fullname	Areaof expertise
Number of the individual or legal entity registered with the regional council	Specialty with registration number next to the board
Expression surgeon dentist, referring to the representative name of the profession	Titleofacademic training
In cases that of legal entity, one must put number and representation of the responsible technician	Address, telephone, and hospital or covenant accreditation Logotypeand / or logos

In this way, publicity and advertising actions related to dentistry can be carried out as long as the rules and rules established in Chapter XVI of the CDE (Code of Dental Ethics) are obeyed, and these rules are valid for clinics, health care, covenants, or any entity accredited to dental work (Conselho Federal De Odontologia, 2006). Thus, it is considered an ethical infraction to practice, install and benefit from marketing promotions that are in disagreement with the code of the FCD, even if the professional served was not directly responsible for the disclosure. Even if the professional is not the owner properly, he will respond to the council for the infraction committed (Conselho Federal De Odontologia, 2006). Table 2 shows ethical breaches for ease of understanding, namely, divided into four types specifically.

Table 2. Ethical infractions according to specialties. Source: Federal Council of Dentistry (Devigus, 2018).

Relatedtospecialty
Related to the area of activity
Situations that can not be announced
Negative ad form

The regulation of the CDE, causes a lot of questions, along with professionals related to what can be put in the marketing actions. According to the Ethical Dental Council itself, it is compulsory to include the name and registration number of the individual or legal entity, as well as the name representative of the profession of dental surgeon, as well as number of registrations with the individual or legal counsel, as already shown in Table 01 (Parmar, 2018; PerriDe, 2005 and Melo, 2018). Marketing strategies related to the specialty, as well as the procedures attached to it, are specifically restricted to specialists (Castro, 2005). Professionals who perform procedures with knowledge acquired during graduation, or who have used extension courses, must use the general clinical expression, and it is a serious violation to announce or divulge titles and qualifications that do not have, without proper registration next to the class organ (Serra, 2005). The FCD characterizes as an infraction of the code of ethics, "announce or divulge techniques, treatment therapies, areas of operation, which are not duly scientifically proven, as well as facilities and equipment that do not have their registry validated by the competent organs." This rule applies to machines and equipment that still need to be validated and approved by

competent bodies in Brazil (Conselho Federal De Odontologia, 2006). Table 03 demonstrates in a simple way the specialties and qualifications that are properly recognized by the FCD.

In order to weaken unfair competition, any form of marketing communication that includes the mode of payment, as well as the presentation of free services, characterize ethical infringement (Pereira, 2015).

Table 3. Specializations and Qualifications Recognized. Source: Federal Council of Dentistry

SPECIALTIES RECOGNIZED BY FCD	QUALIFICATIONS RECOGNIZED BY THE CDF
BuccomaxillofacialSurgeryandTraumatology	Acupuncture
Dentistry	Analgesia
Temporomandibular Disorders and Orofacial Pain	Phytotherapy
Endodontics	Hypnosis
Stomatology	Homeopathy
Implantology	Laser Therapy
Odontogeriatrics	Floral Therapy
OccupationalDentistry	
Legal Dentistry	
Dentistry for Patients with Special Needs	
Pediatricdentistry	
Orthodontics	
FunctionalJawOrthopedics	
Oral Pathology	
Periodontics	
Bucomaxillofacialprosthesis	
Dental prosthesis	
Dental RadiologyandImaging	
Collectiveand Family Health	

In addition, the attraction of a client using means that are considered as "false, irregular, illegal or immoral advertisement, as well as the use of abusive and misleading advertising and other situations that may characterize the degradation of the profession", are properly classified as infractions ethics, with predicted judgment and punishability (Pereira, 2015). In addition, the FCD was careful to veto the use of the term "popular" and its due variations. One made that these expressions are used in order to attract clients who are financially disadvantaged, but who naturally end up putting the profession in check, decreasing its value (Conselho Federal De Odontologia, 2006). Images that demonstrate the patient's situation before, and after completion of treatment, even with the patient's written consent constitute an ethical infraction, since the potential client may be misleading, believing that their treatment will have the same result end (Paranhos, 2011). For such purposes, the dentist surgeon should use hand, if he wishes images in his publicity actions, images from image banks, or model services in professional agencies for publication. Still on the look of the FCD, constitutes an ethical infraction, the provision of services in exchange for goods or services or as awards in contests. Regarding the participation of professionals that are carried out in mass communication vehicles such as television or radio, the same must always be attentive to address subjects that are specific and objectives of education clarification of the collective community, being a characteristic of infraction the realization of consultations, demand for diagnoses or prescription when using these means (Paranhos, 2011). Other means that characterize the commercialization and devaluation of the profession as "discount cards, direct mail via the internet, promotional or collective shopping sites, active telemarketing to the general population, promotional stands and the service of "plaqueiros", are now prohibited in this new CDE (Paranhos,

2011). With the advent and great popularization of social networks, some professionals tend in some situations, criticize, or somehow establish that the treatment performed by other professionals, are not necessarily appropriate to that case, or that, in a specific situation, the professional could have offered to offer another treatment plan for the patient (Melo, 2018 and Castro, 2008). The FCD, through the new code of ethics, seeks to advocate zeal for the prestige of the good concept of the profession. Thus, criticizing, denigrating or defaming the techniques used by other professionals, for the purpose of self-promotion, constitutes an ethical infraction.

Thus, as also according to Article 9 of the CDE, the professional who holds publicized marketing promotions claiming to reproduce the best treatments or exclusive treatments, commits ethical infraction (Conselho Federal De Odontologia, 2006). Every professional who commits ethical infractions is subject to the penalty imposed by the CRO. These occurrences can vary from a confidential warning or suspension for up to a period of 30 days, even extending the right to exercise the activity as a dental surgeon (Serra, 2005). Therefore, the penalty is determined according to the seriousness of the infraction committed. This new code of ethics always treats the placement of "abusive, misleading, immoral or illegal" dental services and the placement of "dental services on collective or similar shopping sites" (Conselho Federal De Odontologia, 2006) In this way, not only the provision of services in an irregular manner violating standards and techniques but also the non-adequacy of marketing strategies, are infractions and will be properly judged and punished by a board of professionals, duly and legally empowered, who will evaluate and evaluate the penalty (Pereira, 2015 and Paranhos, 2011). He hears a revolution over time in the dental area, due to the behavior of certain oral diseases, the economic situation of the population and great advances in science and new techniques, with the great supply of newly trained professionals as well as the great increase availability of courses. Taking advantage of these innovations and changes, properly updated professionals can and should make use of new precepts in order to leverage and retain new clients (Serra, 2005; Pereira, 2015 and Paranhos, 2011). Thus, in modern dentistry, internal marketing is used regularly, represented by any and all actions focused on the clinical body, be they professionals, indirect employees, secretaries and auxiliaries (Devigus, 2018; Parmar, 2019 and PerriDe Carvalho, 2005). The goal is basically to make the team aware that many patients become faithful to the professional according to the treatment they (PerriDe Carvalho, 2005). In addition to techniques of interpersonal relationship, another extremely important resource is the use of new and modern equipment, with image and presentation resources in an explanatory way that can clarify procedures, avoiding technical and scientific terms, besides the use of printed material (PerriDe Carvalho, 2005). In the general answer, the object is that the patient feels as confident and comfortable as possible from the moment he enters the waiting room until the moment he actually performs the clinical procedure (Melo, 2018). Special attention should be paid to the environment, which should be clean and clear, making care unique and exclusive to each patient. Thus, internal marketing elevates the professionals to a new level of motivation, being necessary for all who are in direct contact with the clients/patients, elevating the satisfaction, and the possibilities of the client to return (Serra, 2005). Another strategy that can leverage internal marketing strategies are the reaffirmations, made through

courses of improvement, specialization, masters, and doctorate. Rapid care, quality, trained professionals, well dressed, shows satisfaction in serving the client/patient, in addition to the dentist's exquisite work, is the best internal marketing that this can have (Devigus, 2018).

External Marketing: They are all other forms of marketing that are used for mass dissemination be they television, billboards, radios, newspapers, magazines and social media. It is also possible to consider as external publicity actions the publication of scientific articles, lectures on social actions, aimed at guiding the community, as well as the dissemination of methods of good oral and oral hygiene practices in the school community (Devigus, 2018).

Social marketing: All actions and principles involved with the areas of health promotion in relation to the community (Parmar, 2018). Thus, the professional should engage in work with the needy community, which can simply offer shelter in oral health with quality, offering dignity in oral care. This practice not only promotes the professional but also projects it as a multiplier of knowledge and information on health and oral hygiene. These campaigns are usually geared towards information dissemination, with the aim of bringing understanding and tools that allow changes in positive behavior and social changes (Parmar, 2018). As already defined in the topic of new marketing strategies, with the institution of the revolutions of the new techniques and dental materials, professionals should be aware that many advertising actions are restricted to the behavioral activity of the clinical routine of the office, and not necessarily to advertisements or dissemination in mass-propagating vehicles (Parmar, 2019). In this way the professional can use resources of the own office, reaching its clients directly, without relying on high investments (Parmar, 2018). Some experts go further and point out that much of the success of internal marketing is directly linked to team motivation. Thus, it is noted that valued employees involuntarily produce positive advertising, becoming the main institutes of the office image (PerriDe Carvalho, 2005). Therefore, professional attention is needed in relation to the other facets involved in marketing, besides only external actions, the professional must pay attention to internal strategies that come with great results without major investments. Thus, marketing is fundamental in any commercial venture, and dentistry is not out of this need (Parmar, 2019). The resources for promotion and dissemination are varied and extreme, and it is up to the professional to evaluate the resulting and ethical implications. Thus, these actions aim to legitimize links between patients and professionals, guaranteeing continuous professional success (Parmar, 2019).

Conclusion

The supply and multiplicity of methods of promotions available in the commercial market are numerous and variable. However, the practice of dentistry must be exemplary and must comply with the ethical and legal precepts imposed on it, that is, "Abstain from the practice of acts that imply the commercialization of dentistry or its bad conceptualization" (article 9) (Conselho Federal De Odontologia, 2006).

Conflict of interests

There is no conflict of interest between authors.

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