

## **Report of the ERO Working Group “Liberal Dental Practice in Europe”**

During the reporting period, the working group LDPE continued its ongoing activities in two key areas: (1) the working and employment conditions of young dentists, and (2) the analysis of national regulations on dental advertising.

### **1. Working and employment conditions of young dentists**

The working group LDPE continued to actively promote the survey. Currently, a respective number of responses have been received; however, participation remains limited in several countries.

To increase the response rate, the following measures were decided upon and implemented:

- Increased promotion via social media, newsletters, e-mail distribution lists, and messaging services
- Use of a simplified format with a direct link and QR code
- Involvement of additional multipliers, including through international organizations

Technical challenges in data collection in individual countries (e.g., during national congresses) were identified but could be partially addressed. The working group LDPE will continue to actively support data collection to achieve better geographical representativeness.

### **2. National regulations on dental advertising**

The collection and analysis of national regulations on dental advertising continued. The goal is to create a structured overview of the legal and ethical frameworks in ERO member countries.

#### **2.1. Data collection and coordination:**

- Additional national documents were submitted; members who had not yet submitted were reminded
- It was emphasized that original documents should preferably be collected and subsequently translated and validated by the respective country representatives
- A coordinated request to all National Dental Associations (NDAs) for complete data collection is planned

## 2.2. Key topics:

- The growing importance of digital and social media in dental advertising
- Differences in regulation between individual practices and corporate structures
- New legal developments in individual countries
- Discrepancy between legal requirements and practical implementation

## 2.3. Ethical and regulatory aspects:

The discussion underscored that advertising in dentistry must always be factual, truthful, and non-misleading. At the same time, there are challenges in monitoring, particularly in the digital space (e.g., fake reviews, misleading representations). The working group LDPE refers to the FDI Policy Statement “Advertising in Dentistry” (2025), which formulates fundamental principles but indicates a need for further clarification at the European level.

## 2.4. Expert contributions and scientific analysis:

An external expert presentation provided additional insights into the comparative analysis of national regulations as well as ethical issues. In particular, the need to systematically analyze regulatory differences and identify best-practice examples was emphasized.

## **3. Next steps and outlook**

The working group LDPE will:

- further intensify data collection for the survey of young dentists
- complete the collection and analysis of national advertising regulations
- finalize the questionnaires and prepare for data collection
- selectively incorporate external expertise

On behalf of the working group LDPE

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