

# Standards of Practice



## CONFLICTS OF INTEREST

### STANDARD STATEMENT

The dental hygienist identifies and manages all circumstances of potential, perceived, or real **conflicts of interest** to protect their professional integrity and the **client's** best interests.

### PERFORMANCE EXPECTATIONS

The dental hygienist must...

1. Ensure that the client's interests, needs, goals, and values are the most important factors when making professional decisions.
2. Identify situations that could lead to or be interpreted as a conflict of interest and avoid or manage such conflicts. This includes but is not limited to the following situations:
  - a) Seeking or accepting incentives from others for providing referrals, services, or products.
  - b) Offering inducements or incentives to others to generate referrals, provide services, or sell products.
  - c) Receiving financial incentives based on client numbers, service volumes, profits, etc.
3. Make complete and timely disclosure of any potential, perceived, or real conflict of interest to the client and others as appropriate.
4. Document details in the client's record of the conflict of interest disclosure made to the client and how the conflict was managed.
5. Provide options to the client for the provision of services or products when a potential, perceived, or real conflict of interest exists. This includes respecting the client's right to request a referral to another health professional and/or a second opinion.
6. Disclose to event participants any financial relationship with **industry** when organizing or presenting at a continuing competence event, course or seminar.

### CLIENT EXPECTATION

The client can expect the dental hygienist to provide services that are in the client's best interest and to disclose and manage any conflicts of interest.

### GLOSSARY

#### CONFLICT OF INTEREST

A conflict of interest may arise where a reasonable person could believe that a dental hygienist's duty to act in the client's best interests may be affected or influenced by other competing interests, including financial, non-financial, direct, or indirect transactions with clients or others. A conflict of interest can exist even if the dental hygienist is confident their professional judgment is not being influenced by the conflicting interest or relationship.

#### INDUSTRY

Refers to the full range of commercial enterprises associated with health care. These include, but are not restricted to, the pharmaceutical industry, the dental equipment, supply and product industry, the medical device industry, and commercial providers of services related to clinical practice, research, and education.