
 Council on Licensure, Enforcement and Regulation




**The Regulator:
Friend or Foe**

2012 Annual Educational Conference - September 6-8
San Francisco, California

Presenters: **Lisa Taylor, RDH, BA, MEd**
College of Dental Hygienists of Ontario (CDHO)


Promoting Regulatory Excellence

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Overview

- Background
- Problem
- Intervention
- Findings
- Conclusions


2

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

College of Dental Hygienists

- Self regulation (1991)
- 13,000 registrants
- More than 1/2 registered post 2001
- Mandatory Quality Assurance Program
- Provincial Association(6,000 approx.)

3

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Problem

- Practice advisors dealing with myths
- Blogs become popular breeding grounds
- Fear/negativity towards QA Program
- Negativity fueled by association ?
- Information not being read
- On-line jurisprudence course = loss of human persona


4

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Strategy

- PR initiative
 - Educate
 - Friendly face
 - Dispel myths
 - Fun
 - Bring back info about registrants
 - Include students


5

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Principles in Adult Learning

1. Perceive relevance of subject matter
2. Changing self-perception
3. Self is not threatened
4. Learner participates in process


6

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Setting the Record Straight

- Interactive presentation
- Premise: Practice advisors dispel myths about practice
- Use of technology
 - Collect information
 - Allow registrants to “see” how their answers compare to each other and the College
 - Discussion generator


7

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Goals

- To give a “face” to the College and a presence in the dental hygiene community
- To provide an opportunity for registrants to meet staff and ask questions
- To deliver key messages from the College and to educate dental hygienists about the College’s expectations
- To survey and evaluate the registrants’ knowledge/ views/attitudes
- To dispel myths raised by the association, blogs, etc.

8

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Strategy

- 13 presentations across the province
- Clicker technology (interactive)
- Webinar (interactive)
- Careful use of language “soft”
- Light humour
- No cost to attend
- Post survey mailed to all attendees

9

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Advertising

- ✓ Email
- ✓ Publication
- ✓ Facebook
- ✓ Newsfeed



10

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Interactive Component: Polling

- Collect demographics
 - Group make up transparent
 - Aggregate reporting
 - Used in analysis


11

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

How many CLEAR conferences have you attended?

- 1) This is my first
- 2) 2-4
- 3) 4 or more


12

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

What country to you work in?

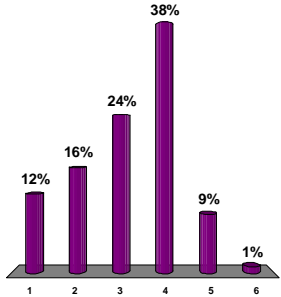
- 1) United States of America
- 2) Canada
- 3) United Kingdom
- 4) Ireland
- 5) Australia
- 6) Other

13


CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Graduation Year from Dental Hygiene Program?

1. 1954 - 1980
2. 1981 - 1990
3. 1991 - 2000
4. 2001 - 2011
5. Student
6. Not applicable

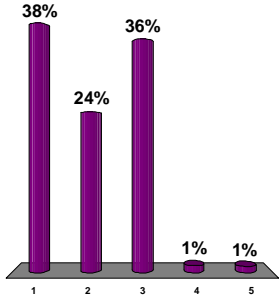


Year Range	Percentage
1. 1954 - 1980	12%
2. 1981 - 1990	16%
3. 1991 - 2000	24%
4. 2001 - 2011	38%
5. Student	9%
6. Not applicable	1%


CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Professional Memberships?

1. CDHA
2. ODHA
3. CDHA and ODHA
4. None of the above
5. Not applicable



Membership Category	Percentage
1. CDHA	38%
2. ODHA	24%
3. CDHA and ODHA	36%
4. None of the above	1%
5. Not applicable	1%

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Polling

- Testing Knowledge
 - Uncovering myths
 - Participants self evaluate
 - Opportunity to educate
 - Throw bone


16


CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Where is the CLEAR 2013 Annual Conference to be held?

- 1) Atlanta, Georgia
- 2) Phoenix, Arizona
- 3) Toronto, Ontario, Canada
- 4) St. Louis, Missouri

17


CLEAR 2012 Annual Conference  September 6-8 San Francisco, California



St. Louis, Missouri


- In the middle of everywhere
- Excellent downtown meeting venues
- Fine dining, entertainment and sports


18

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

You can refuse to give your full name to your client.

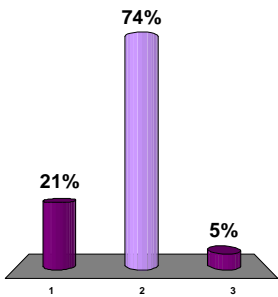
1. Fact
2. Fiction
3. Not sure




CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

You can refuse to give your full name to your client.

1. **Fact**
2. Fiction
3. Not sure




Response	Percentage
1. Fact	21%
2. Fiction	74%
3. Not sure	5%

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

- First and last
- Registration number
- Register

Lisa Ann Taylor
20 Bruce St. Suite 303
Toronto, ON M4W 1A9
416-947-4234 ext. 219
E-mail: ltaylor@sdhhs.org
Website: www.sdhhs.org

Reg. ID: 002247 (General) Authorized for Self-Initiation



CLEAR 2012 Annual Conference September 6-8 San Francisco, California

RDH can purchase prescription drugs to use as part of a dh therapy.

1. **Fact**
2. Fiction
3. Not sure

Response	Percentage
1. Fact	19%
2. Fiction	74%
3. Not sure	7%

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Drug and Pharmacies Regulation Act, R.S.O. 1990, c. H.4
Drug and Pharmacies Regulation Act, R.S.O. 1990, c. H.4 Section 118(3)


(3) NOTHING IN THIS ACT PREVENTS ANY PERSON FROM SELLING, TO A MEMBER OF THE COLLEGE OF CHIROPODISTS OF ONTARIO, THE COLLEGE OF DENTAL HYGIENISTS OF ONTARIO, THE COLLEGE OF MIDWIVES OF ONTARIO OR THE COLLEGE OF OPTOMETRISTS OF ONTARIO, A DRUG THAT THE MEMBER MAY USE IN THE COURSE OF ENGAGING IN THE PRACTICE OF HIS OR HER PROFESSION. 1991, C. 18, S. 47 (9); 2007, C. 10, SCHED. L, S. 3 (3).

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Treating spouses or boy/girl “friend with benefits” is not permitted.


1. **Fact**
2. Fiction
3. Not sure

Response	Percentage
1. Fact	96%
2. Fiction	3%
3. Not sure	1%

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California


No Defense

- Consent
- Pre-existing relationship
- Marriage
- Leering clarification
- Notice July 2010

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Polling

- Collecting opinions/attitudes/knowledge
 - No right or wrong answer
 - Opportunity to gain information
 - Participants know that they have been heard

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Do you plan to attend the 2013 Conference?

- 1) Yes
- 2) No
- 3) Unsure

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Do you think of CLEAR as a resource for daily operational issues facing your regulatory organization?

- 1) Yes.
- 2) No. The tools they have are not relevant.
- 3) No. I did not know tools were available.
- 4) Not sure

28

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Are you afraid to call the College?

1. Yes
2. No
3. Not sure

Response	Percentage
1. Yes	54%
2. No	44%
3. Not sure	2%

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

- 2 full-time practice advisors
- No caller ID
- Calls not traced
- 10-15 calls per day / advisor

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Milestones has talked about the College's Patient Education Program. Have you shared the public education messages with your clients?

1. Yes.
2. No. I am not aware of the messages.
3. No. I don't have time to discuss the messages with clients.
4. No. I don't think it is important for me to pass the messages on to my clients.

Response	Percentage
1. Yes.	15%
2. No. I am not aware of the messages.	63%
3. No. I don't have time to discuss the messages with clients.	19%
4. No. I don't think it is important for me to pass the messages on to my clients.	3%

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Investment


- Staffing
 - Instructional design, PowerPoint, scheduling, facilitating
- Technology
 - Key pads, computer, rentals at facilities
- Webinar
 - Filming, hosting
- Travel
 - Hotels, facility rentals, transportation
- Advertising

32

CLEAR 2012 Annual Conference September 6-8 San Francisco, California

Findings

33


CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Polling Reveals

Practice scenarios:

- 8/33 were consistently identified as problematic for all 14 presentations
- On average 12/33 incorrect for 40% of participants

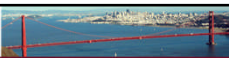
34

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Survey Reveals

- 82% of respondents reported learning something that they did not know about previously in the areas of obligations as a dental hygienist
- 47% of respondents reported learning something that they did not know previously about privacy and confidentiality
- 68% of respondents reported learning something that they did not know previously about their scope of practice
- 51% of respondents reported learning something that they did not know previously about the "order"


35

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Survey Reveals *cont'd*

- 58% learned something about recordkeeping
- 43% learned something about sexual abuse legislation
- 44% learned something regarding legislation concerning radiographs


36

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Dear Lisa:
I attended your lecture "Setting the Record Straight" and found it to be incredibly informative... loved the interaction with the audience. I came away with 'facts' I mistakenly thought were 'fiction' and vice versa. I was surprised at how quickly the time flew by and by the large number in attendance. The delivery was articulate and humorous and judging by the comments in my area it was really well received and appreciated. Thank you for presenting this much needed information and BTW, I AM NOT afraid to contact the College... LOL. Looking forward to more seminars like this.

An e-mail received from an Ottawa participant


37

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Survey Reveals *cont'd*

- 69% "I think of the CDHO more positively since attending the presentation"
- 79% are more likely to call the College for practice advice
- 96% "I think the CDHO should do more presentations like this one"


38

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Conclusions

- ✓ Evident that there was a need to dispel myths within the dental hygiene community
- ✓ Myths negatively affect client/patient outcomes
- ✓ Need to remove the fear associated with contacting the College

39

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Conclusions *cont'd*

- ✓ Necessity to continue to dispel myths
- ✓ Reinforce the resources available to registrants through the practice advisors
- ✓ Continue to gain the registrants' trust of the College, which in turn will benefit client care and safety.

40

CLEAR 2012 Annual Conference  September 6-8 San Francisco, California

Contact Information

Lisa Taylor
Associate Registrar
College of Dental Hygienists of Ontario
ltaylor@cdho.org

 College of Dental Hygienists of Ontario
Protecting your health and your smile

41
