



Page 2: Your demographics

Q1 Your details

Name	Junn
Surname	Ng
Company/organisation	.
City/town	.
Email	

Q2 Your submission is in the capacity as **dentist or dental specialist**

Page 3: Your Personal ID number

Q3 Please add your Dental Council Personal ID registration number



Page 4: The proposal

Q4 Do you agree or disagree with the draft naming policy? **Disagree**

Page 5: Your support

Q5 Please describe why you support the policy **Respondent skipped this question**

Page 6: Your concerns

Q6 Please describe your specific concern/s with the policy

1) "Section 43 orders may be made if a practitioner who is required to complete a competence or recertification programme does not satisfy the requirements of the programme. In both of these cases, Council considers that members of the public have a strong interest in having access to information to assist them in making an informed choice about whether to receive health services from the practitioner. For this reason, the presumption will be that the practitioner will be named, unless there is good reason not to do so."

With respect to competence review and council decisions, how does the naming policy flow chart work with the competence review policy? How does the council deem whether the competence issue is serious enough to pose a danger to the public? If something is considered serious enough, will the dentist be named before or during the deliberation/review process/recertification/counselling process?

Also, the competence review process (last reviewed in 2006) states that "If the Dental Council is unable to conduct or complete a review of an oral health because of the practitioner's failure to respond adequately to a notice, the Council has reason to believe that the practitioner fails to meet the required standard of competence and will make one or more orders specified above." There is no specification on the number of orders the council can or should make (as per the competence review policy) before naming the dentist. So will the dentist be named if he/she fails to respond adequately to a notice the first time?

<https://www.dcnz.org.nz/assets/Uploads/Policies/Competence-review-policy.pdf>

2) "Any electronic medium that, in Council's view, is likely to be accessed by members of the public in the geographical location, or area of practice, serviced by the practitioner. This includes but is not limited to the Council's own website, online news platforms and relevant community pages on social media sites (e.g. Twitter, Facebook, Neighbourly)."

These social media platforms are, first and foremost, borderless. What happens if a dentist in another part of the world shares a similar name to the dentist the council just published? Will members of public know the difference? Will the majority of them care to verify the location of the dentist? What happens if the dentist in the other country be affected?

If the seriousness of the issue is questionable but the publishing of the dentist's name has been decided, will the council take into account the population size of the dentist's workplace, especially in the rural setting? How will the dental practitioner (especially if they can no longer practice dentistry) be able to find a job in very small towns?

Secondly, it is SO easy to make a page/account on social media to mimic the dental council. With the investment of a few dollars, these impostor websites/accounts/pages will be spread by the media platform to gain more views than the authentic page/account. When the dental council decides to use these platforms to name dental practitioners, it is very likely that fake news and false announcements will be common. What happens if a falsely-accused dentist has their name shared virally? A layperson will not make the effort to verify if its authenticity. The damage may be irreparable.

If the council uses the social media platforms to make announcements, how will it make sure that the named dentist's wrongdoings/mistakes won't be exaggerated by members of the public? With the use of photoshop programs, one can easily make a fake post appear genuine. How can the dental council regulate this?

The dental council must be made aware that whenever a person shares a social media post/tweet/announcement, that person can add more words to the post? Just like a rumour, the original message can be totally distorted after a few shares.

"If Council named the practitioner when making the original order, it may publish a notice that it has revoked or varied the order." How is a layperson going to connect the dots via social media platform, especially if there has been a long time period between the naming of the dentist and the revocation of the order? It will be highly unlikely for the council to remove all the shared posts/tweets/announcements of the dentist's name.

Personally, I believe that the naming of any dentist on social media platform will worsen the public trust in the dental profession. The naming, if absolutely necessary, should be done on more formal media platforms such as licenced newspapers and the dental council website.