

## **Statement regarding OFT “Right to Smile” Campaign:**

"The Association of Dental Groups, which represents the larger corporate providers of dentistry and Dental Groups, welcomes the OFT's campaign to increase understanding of patient rights.

“It is crucial that patients fully understand their entitlements when visiting the dentist and the 'Right to Smile' campaign is an important part of this awareness raising. Patients should feel comfortable about the options available to them and as an association we are very keen promote choice and avoid unnecessary confusion when it comes to treatment.

“In particular, ADG members, who account for some 10% of NHS dentistry, value the emphasis the OFT’s campaign places on the distinction between NHS and private options. No patient should feel they are required to pay for a necessary treatment from an NHS dentist. However, they should also be aware of alternative options which may include cosmetic alternatives or specialist treatments, which in the longer term may prove more beneficial to individual patients. We strongly endorse the sentiment that giving patients good information is key to a high quality service.”

See the OFT website campaign page : [www.of.gov.uk/dentistry](http://www.of.gov.uk/dentistry)