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**Strategic Plan Goal #3 – Advocacy:** Effectively ensure that the profession of dentistry is protected and maintained at the highest regard, among key decision makers and the people of Hawaii, through strong public policy and advocacy efforts.

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This Task Force was recently formed to address the growing presence of Direct to Consumer (DTC) laboratory services and do-it-yourself teeth straightening. There is concern amongst our members on its impact on the public's oral health. The DTC Task Force plans to monitor this issue, at a local and national level. We plan to give recommendations on how the HDA can educate both our members and the public accordingly and appropriately. There have been various efforts made by other states to protect the public and our Task Force aims to review those efforts and make further

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There is a lot of activity happening nationwide with groups like SmileDirectClub. ADA has already established policies on Direct to Consumer (DTC) and Do-It-Yourself (DIY); similarly, this Task Force has recommended that the HDA Board of Trustees adopt these policies:

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## **Direct to Consumer Dental Laboratory Services**

- The Hawaii Dental Association believes that supervision by a Hawaii licensed dentist is necessary for all phases of treatment including:
- oral/head and neck examination
- periodontal examination

recommendations in 2020.

- radiographic examination
  - study models or scans of the mouth
  - treatment planning and prescriptions
- periodic progress assessments and
  - final assessment with stabilizing measures (retention) and
- Therefore, the HDA strongly discourages the practice of direct to consumer dental
- laboratory services because of the potential for harm to patients.

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## **Do-It-Yourself Teeth Straightening**

- The Hawaii Dental Association believes that supervision by a Hawaii licensed dentist is necessary for all phases of orthodontic treatment including:
  - oral/head and neck examination
  - periodontal examination
    - radiographic examination
- study models or scans of the mouth
- treatment planning and prescriptions
- periodic progress assessments and
- final assessment with stabilizing measures (retention) and

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- Therefore, the HDA strongly discourages the practice of do-it yourself orthodontics
- because of the potential for harm to patients.

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48 49	The HDA Board of Trustees approved both policies at its July 2019 Meeting.
50	The members of this Task Force include: Drs. Shelli Kawamoto (co-chair), J Demeo,
51	Malia Kamisugi, and Dayton Lum.
52	Wana Kannsagi, and Dayton Dam.
53	Respectfully Submitted,
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56	Sean Holliday, DDS, MS
57	Chair, Direct to Consumer Task Force
58	Trustee, Honolulu County
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60	Recommendation of the HOD Reference Task Force on the Report of the Direct to
61	Consumer Task Force:
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63	The HOD Reference Task Force recommends that the Report of the Direct to Consumer
64	Task Force be accepted.
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66	Action taken by the House:
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