



**Academy of Laser Dentistry  
Speakers Bureau Policies and Procedures  
2019-2021  
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**ALD Speakers Bureau**

The ALD has updated its Speakers Bureau. This is a group of ALD members who by application have demonstrated an interest in speaking and sharing their dental laser experiences with others in the dental community. There are a variety of education formats to suit the needs of members and those that may approach the organization for assistance with dental laser education. To meet ALD's strategic goals of awareness and education, the ALD Speakers Bureau provides a vehicle for introducing ALD members to others seeking speakers on this topic. There is a rigorous application and review process to join this Speakers Bureau.

**Introduction and Purpose**

Pursuant to our mission, the ALD Speakers Bureau has been developed to increase the organization's visibility, raise public awareness of laser dentistry both within and outside of our profession, increase the professions' understanding of our organization, promote membership and member relations, and foster ALD values of unbiased education, and, generally, represent the ALD in a positive manner.

**Expectations of Speakers Bureau Membership**

The ALD Speakers Bureau members are expected to use the platform as a forum for generating goodwill as well as represent and embody the spirit and intent of our professional association as described in the values, mission statement, and code of ethics of the ALD. Speakers Bureau members are expected to encourage new ALD memberships and promote ALD events. It is expected that attendance contacts are shared with the ALD for the purposes of promoting ALD membership and participation in events.

These policies and procedures articulate the expected obligations and conduct of ALD Speakers Bureau members and eligibility requirements.

These Speakers Bureau policies and procedures were adopted by the ALD on April 25, 2018, revised on October 12, 2019 and supersede any previous arrangements or agreements made with any speakers who speak on behalf of or represent the ALD in any forum, including the use of the ALD name and/or logo associated with presentations. By virtue of the adoption of these policies and procedures, all agreements with previously approved speakers, including any "recognized course providers (RCPs)," are null and void effective immediately and these members must apply for Speakers Bureau consideration if interested. The Recognized Course Provider program ceased on December 31, 2018.

### **Minimum Requirements for Consideration for Inclusion for a Speaker Bureau Member**

1. Membership in good standing with the ALD, with current dues paid.
2. It is preferred that all speakers and presenters for ALD courses, workshops and conferences hold the ALD Advanced Proficiency (AP) credential or higher. However:
  - a) If the person holds an AP certification, he or she may be called upon by the Speakers Bureau/Education Committee to also demonstrate expertise in the specific area of presentation.
  - b) If the person does not have an AP certification, he or she may meet the above criteria through alternative means such as:
    - successful completion of postgraduate laser dentistry certification or educational programs
    - active appointment and/or affiliation with universities, hospitals, teaching institutions, or laser dentistry organizations with responsibilities in laser dentistry treatment, teaching, and/or research
    - publication of academic books, chapters, and articles pertaining to laser dentistry within the past five years by recognized medical publishers and/or peer-reviewed journals
    - recognized authority in the field of laser dentistry by virtue of peer recognition of career achievement, protocol or product development, research rigor, demonstrated knowledge of the literature, teaching prowess, citations and awards, or other special qualifications.

This will require a more extensive evaluation of the person's training and experience by the Speakers Bureau/Education Committee.
3. The individual is expected to maintain current knowledge in the field, especially in one's respective area of expertise. The substantiation of knowledge may be formal or informal (e.g., relevant academic degrees, peer-reviewed publication, or active participation in academic-quality research, Advanced Proficiency recognition by the ALD, continuing education, etc.).
4. Speakers are expected to be currently active (e.g., practicing clinician or laser safety officer, teaching faculty, researcher, product developer, regulator) in the specific area of the presentation at a professional level.
5. Workshop, discussion group, and panel facilitators are expected to have recent, relevant experience and expertise in the area of the presentation, at a level at least that of the participants.

ALD may consider other factors at its discretion in choosing members for inclusion in the Speakers Bureau.

### **Membership Application Process and Documentation**

ALD Speakers Bureau applicants must submit the following documentation for consideration:

1. Completed application form
2. Recent curriculum vitae giving education, training, experience, and professional publications and presentations
3. Current (updated annually) disclosure policy
4. List of topics and/or presentation titles for presentations
5. If requested by ALD, a detailed lesson plan outlining proposed content, teaching materials, and methods. These should address learning objectives. The lesson plan must include educational objectives; description of the teaching methods to be used; prerequisites, if any; prior level of

skill, knowledge, or experience required or suggested; equipment or materials to be provided by the participant.

### **Termination of Status**

ALD reserves the right to remove an individual from the Speaker Bureau list when it deems such removal to be in the best interest of ALD.

### **Conduct Expectations**

Any instructor or speaker who conducts an educational program under the auspices of the Academy of Laser Dentistry occupies a position of trust with a duty to act at all times in good faith; and with loyalty to the Academy of Laser Dentistry.

Any such individuals are obligated to establish and maintain an environment that supports mutual respect, good communication, and high levels of collaboration among colleagues and to represent themselves in a manner that contributes to the esteem of the profession.

Any such individuals are obligated to ensure that a balanced view of all therapeutic options is presented and, wherever possible, to use generic names to contribute to the impartiality of the educational program.

### **Speakers Bureau Ethics Policy**

Compliance with pertinent Codes of Ethics and Professional Conduct is a prerequisite for acceptance as a member of the Academy of Laser Dentistry's Speakers Bureau. In addition, attention to each of the following actions is required:

#### **Professional Conduct**

- Characterization of one's personal experience and credentials is accurate and current
- No disparagement is made of the qualifications, integrity, professional reputation, or capabilities of a colleague, presenter, organization, company, product, service. [Justifiable criticism is permitted, providing the presenter has a reasonable basis to believe the criticism is true and fully discloses the rationale and supporting evidence for such a belief. Personal opinion is clearly identified as such]
- Presented images are not altered
- Presented data is not fabricated or manipulated
- Fraudulent or knowingly inaccurate statements are avoided

#### **Respect for Intellectual Property**

- Source material is appropriately attributed
- Permission to use copyrighted material has been obtained and documented
- Work of others is properly acknowledged
- Plagiarism is scrupulously avoided. This includes misrepresenting another's work, material, or clinical cases as one's own; copying or paraphrasing substantial portions of another's work without attribution; claiming research conducted by others
- Information obtained privately is not be used without explicit, written permission of the source

## Disclosure

- Disclosure is made of any financial and personal relationships with other people or organizations that could be viewed as inappropriately influencing (biasing) one's presentation. Such relationships include, but are not limited to, employment, consultancies, stock ownership, honoraria, paid expert testimony, patent applications/registrations, grants or other fundings
- Potential conflicts of interest are disclosed at the earliest possible stage
- Off-label or investigational procedures and indications for use are clearly identified
- Personal opinion is clearly identified as such

## Substantiation and Evidence

- Evidence to substantiate claims is provided

## Patient Information

- Patient has authorized use of case information for educational and publication purposes
- Patient information is carefully controlled, in compliance with all federal and state regulations and professional ethics
- Presented material and images are rendered as anonymous to protect patient privacy
- Identifying characteristics are completely removed

## Ethics Policy Sources

1. American Dental Association. Principles of Ethics and Code of Professional Conduct. With official advisory opinions revised to November 2018.
2. American College of Dentists. Ethics Handbook for Dentists. An Introduction to Ethics, Professionalism, and Ethical Decision Making. 2016.
3. American Dental Hygienists' Association. Code of Ethics. June 2018.
4. American College of Healthcare Executives. Code of Ethics. November 13, 2017.
5. International Association for Dental Research. Code of Ethics. May 2009.
6. American Society for Laser Medicine and Surgery. Code of Ethics. January 25, 2007
7. Committee on Publication Ethics (COPE). Core Practices and Guidelines.
8. American Dental Association. ADA CERP Continuing Education Recognition Program. Recognition Standards and Procedures. October 2017.
9. Academy of General Dentistry. AGD PACE Program Guidelines. April 2019.
10. Elsevier. Ethical Guidelines for Journal Publication. Version 2.0, May 2017. Also, Factsheet, Conflict of Interest.
11. Springer Nature. Publisher's Code of Conduct. Also Guide to Authors.
12. John Wiley & Sons, Ltd. Best Practice Guidelines on Publishing Ethics. A Publisher's Perspective. Second Edition. 2014.
13. Ozar DT, Sokol DJ, Patthoff DE. Dental Ethics at Chairside. Professional Obligations and Practical Applications. Washington, DC: Georgetown University Press, 2018.

*AP-2019\_10\_12 Revision Speakers Bureau Policies and Procedures Revised 2019-08-04; Speakers Bureau Task Force/Education. Approved: ALD Board of Directors 10\_12\_2019; AP-2019\_10\_12 Rev 08-04; Rev 04-25-2018 Speakers Bureau Policies.*