



International  
Society of  
Dental Regulators

# Regulators Are we still relevant ?

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# 4 Trends that are impacting regulation

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## 1. Government

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## 2. The New Patient

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## 3. Social Media

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## 4. Disruptive Innovation

# Government, Perception or Reality

- In well established jurisdictions of licensure the regulators core obligations are that of inspection and discipline.
- However even in highly developed countries that pride themselves on their advances in research, aseptic compliance aka “hand washing” remains an issue .
- So while we manipulate the human genome, regulators have not perfected compliance with the conventions of Louis Pastors discovery back in the 1800’s

# Government, Perception or Reality

- On one side, regulators over time have expanded to setting standards, guidelines of practise ,mandatory continuing education and assisting government in the determination of access to minimum levels of healthcare services.
- At the opposite spectrum there exist countries where professional healthcare services are not independently regulated and where even those responsible for providing care have received a standardized accredited education.



# Government, Perception or Reality

- The evolution of government sponsored legislative mobility in all sectors further complicates this more and more complex dilemma
- Internationally we often have a tendency to prioritize formats developed in the former Commonwealth, the U.S. and certain parts of the EU, which disenfranchises vast populations of the planet attempting to improve care to their own citizens but who can not hope to mirror formal existing systems

# Government, Perception or Reality

The institutionalization of regulators was originally an attempt by government to excise public protection from the colleges and associations that originally governed professional practise so as to minimize the public's exposure to the corporate interest of professionals

Now many governments often view their own creation as an obstruction to free movement and competition, lumping professional practice and commercial practise in treaties like CETA , France/ PPT/ and of course the EU convention.

## A new Patient

Patients gather information about medical conditions that impact them and their families, using the Internet and other digital tools."

Patients they see themselves as equal partners in the healthcare process

## A New Patient

a deadly brain tumour.  
My doctor friends say patients used to arrive and obediently put out their tongues. But now they put down a tall stack of medical documents they've printed off the web and say:

"I think I have a keratinizing squamous cell nasopharyngeal cancer! Tell me Doctor — what's *your* opinion?"

# A New Patient



**"I already diagnosed myself on the Internet.  
I'm only here for a second opinion."**

## Social Media - Expertise is not in fashion

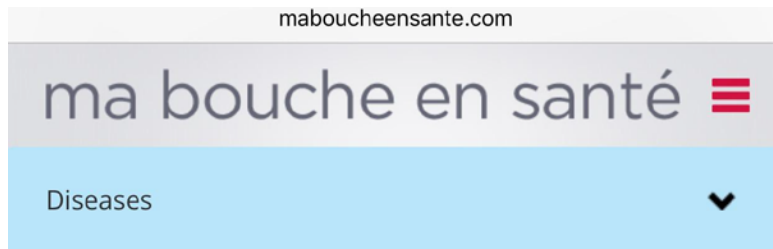
- “Some of it is purely due to the globalization of communication.”
- “There are no longer any gatekeepers: the journals and op-ed pages that were once strictly edited have been drowned under the weight of self-publishable blogs.”

# What can we do as health care professionals/regulators?

- Ensure that transparent sources of accurate information are available to those who need them
- Deliver this information where our patients are seeking it - online
- “Informed consent” requires the information to be trustworthy
- Knowledge reduces fear, improves decision-making and helps the practitioner concentrate on getting the job done



# Ma bouche en santé website



## Treatment

Following the diagnosis, the doctor determines the appropriate treatment. One approach to treating snoring is a removable device known as a mandibular advancement device or MAD.

Studies show that it can be an excellent choice for a snoring problem. A MAD is an oral appliance similar to a retainer, worn only at night. It moves the lower jaw into a better position and opens the upper airways.

This treatment is usually handled by a dentist with expertise in treating snoring, who will evaluate the patient to determine whether he or she can benefit from it. It is important to note that treatment of snoring with an oral appliance will not cause any problems with the mouth and joints.

## The dentist's role

Your dentist is the only one with the necessary knowledge to diagnose periodontal, joint and dental problems.

### The dentist has the expertise to:

- decide whether your oral condition is suited to the use of an appliance
- determine the appropriate type of appliance
- fit and adjust the appliance



# Social Media



# Social Media Group Discussion Example

Bonjour groupe, je vais voir une patiente aujourd'hui à qui j'ai enlevé les dents de sagesse récemment. Elle a apparemment une paresthésie de la lèvre inférieure intermittente (ça vient et ça part). Qu'est-ce que vous prescrivez dans un cas pareil? Prednisone? Quelle dose? Vitamines du groupe B? Antibios? Elle prend déjà du zithromax car elle est allergique à la pénicilline et à la clindamycine. Quel genre de suivi feriez-vous?

# Social Media Group Discussion Example



Yesterday at 3:46 AM

Bonjour j'aimerais avoir votre avis. J'ai une patiente de 6 ans qui se présente au bureau avec une bonne résorption de la 65 au distal causée par l'éruption de la 26. Elle n'a pas de douleur. Pas de mobilité. Que serait-il préférable de faire avec la 65? Suivi ? exo avec mainteneur ? Merci de votre aide.



# Social Media and Regulation



**This formidable and accessible type of communication has great benefits if we can come to terms with its limitations, and anticipate and address the potential dangers.**

# Social Media and Regulation: Barriers

- In a tug of war with government to determine proper legal approach
- Forced by our mandates to uphold dated legislation
- Legislative governance typically does not respond to change quickly

# Embrace the Future or Fall Behind



# It's all about Google, Watson, Voice Direction and of course Artificial Intelligence ( AI )

- Increasing changes in technology will change the professional scope of practice





In North American Schools children are no longer taught to interpret time that is not digital nor are they learning to read or write cursive



# Staying relevant

Either we commit to reshape the future by embracing new technological interaction and pressure government to advance, or resist and hold on to convention and find ourselves, like a Kodak projector, irrelevant.



## 3. Disruptive Innovation

"Disruption Theory" as portrayed by Harvard Business School Professor Clay Christensen:

**"When a disruptive innovation is launched, it changes the entire industry and every firm operating within it."**

# Invisalign Story



Patients drive treatment patterns. If you don't believe the technical aspects, you need only look at Invisalign's critical invasion of the market.

# Where are we going from here?

- governments expand and encourage mobility
- technology facilitates the expansion of scope of practice
- patients are more and more finding their healthcare governed by the influence of antiquated health legislation, vast amounts of unvetted educational resources and deregulation of the professions

# What's Next? Cognitive Computing

- In [IBM's annual survey of global CEOs](#), about 73% say cognitive computing will play an important role in the near future
- Cognitive systems can look at that unstructured data and begin to learn how it connects and what it reveals
- Like cognitive systems, regulators need to take in more data through inputs and adapt our thinking as time passes

## Two Important Thoughts:

1. There is an insatiable need for speed and almost "live" response time, and we must aspire to improve our current response times
2. We are beyond the era where information can be controlled, and we must not make the mistake of swimming upstream hoping for the currents to change direction

# Is the future frightening or exciting?

**The holy grail of reserved scope of practice “diagnosis “is not that far from being usurped by Artificial intelligence.**

## The Push / Pull Effect

- The present dilemma is that healthcare regulators spend most of their energies playing catch up with legislation rather than effectively being the expert partner with government to solve healthcare issues
- Technology , disruptive innovation and the emergence of artificial intelligence is posed to not only change our profession world but quite frankly access to all services that affect our daily lives.



# Conclusion



We are powerless to arrest this phenomenon but hopefully we can modulate its impact.

“You better start swimming or you’ll sink like  
a stone for the times they are a changing”

-Bob Dylan, 1964