

Urgent Press Release

From Spanish Dental Association



VITALDENT'S MANAGEMENT STRUCTURE ARRESTED IN SPAIN TODAY

The Spanish Dental Association censures the business model of dental franchises and calls on the Administration to safeguard the rights of patients

- The Spanish Dental Association urges the Government of Spain to safeguard the rights of patients and professionals who may be affected by the arrest of Vitaldent's management structure.
- The Dental organization claims the regularization of the industry to stop this business model that puts economic interests before the health of patients.
- The Spanish Dental Association calls for legislative changes for the structure of these companies asking for a higher number of dental professional in their partnership in addition to control healthcare advertising.

Madrid, 16 February 2016. The Spanish Dental Association, the highest representation of the dental profession, is concerned by the arrest of Vitaldent's management structure and calls on the administration to ensure the rights of health professionals and patients who may be affected by this situation.

In this business model it is common to put economic interest first and is characterized by using very aggressive advertising campaigns in an attempt to get as much clients

(not patients) as possible and get these treatments financed in order to get immediate benefits.

In this respect, The Spanish Dental Association stresses that it is absolutely necessary to engage the Government of Spain in the dentistry profession, for a legislative change to get a majority of dental professionals in the partnership of these companies linking the dental service with professional ethics to avoid massive professional activities outside the health sector just to get immediate economic benefits.

Relative to the financing of treatments, the Spanish Dental Association insists on the need to interrupt payment immediately if the dental service is not being respected requesting the debt cancellation. In addition, the patient should have all the information to proceed to that effect.

Also, the professional organization urges the Government to regulate health publicity around the country to eradicate cases of misleading advertising and refine health offers because people's health is not on sale.

Finally, the Spanish Dental Association recalls that always defend the rights of patients and professionals since they are also victims of this business model that it has been allowed in our country for decades.