



Croatian
Dental
Chamber

DOCTOR OF DENTAL MEDICINE ADVERTISING IN CROATIA

Zvonimir Kaic,
Academy of Medical Sciences of Croatia,
Croatian Dental Chamber,
8th IDEALS Congress, Helsinki, Finland, August 18 – 20,
2010



IDEALS
International Dental Ethics
And Law Society

DDM ADVERTISING IN CROATIA

- Dedicated to the 15th Anniversary of the foundation of the Croatian Dental Chamber,
- Zagreb, 26th June 1995
- 4 348 registred members, 11th August 2010

Kurelčeva 3, Zagreb, TEL: 01 488 67 10, FAX: 01 48 16 540



[Početna stranica](#)

[O komori](#) | [Vijesti i novosti](#) | [Novosti u legislativi komore](#) | [Hrvatski stomatološki vjesnik](#) | [Kontakt](#)



Prijavite se za besplatne novosti



Upišite traženi pojam

Traži

DDM ADVERTISING IN CROATIA

- Dedicated to 10th Anniversary of establishing Domain

- hsk.hr



Assigned by the Croatian Academic and Research Network, CARNet, to the Croatian Dental Chamber on 11th December 2000

- Since 30th June 2010 the domain is switched to
 - hkdm.hr

Primljeno	11. 12. 2000.
Ur. broj	
Prilog	

Domain hsk.hr assigned by



U Zagrebu, 11.12.2000.
Klasa: 104-000/00-1/3614
Ur. broj: 650-01-00-2

Dated on December 11th, 2000

Hrvatska akademska i istraživačka mreža CARNet, kao administrator "hr" domene, a na osnovu **Pravilnika registracije sekundarnih domena unutar vršne "hr" domene**, donosi

RJEŠENJE

o dodjeli sekundarne domene unutar vršne "hr" domene

Kojim se podnositelju zahtjeva za registracijom imena domene

HRVATSKA STOMATOLOŠKA KOMORA, Zagreb

dodjeljuje pravo na uporabu imena domene

hsk.hr

Vlasnik domene preuzima sva prava i obveze koje proizlaze iz **Pravilnika registracije sekundarnih domena unutar vršne "hr" domene**. Vlasnik domene je dužan po Članku 8 Pravilnika registracije sekundarnih domena unutar vršne "hr" domene, svake dvije (2) godine, CARNet DNS službi, potvrditi aktivnost dodijeljenog imena domene.

Ivan Marić

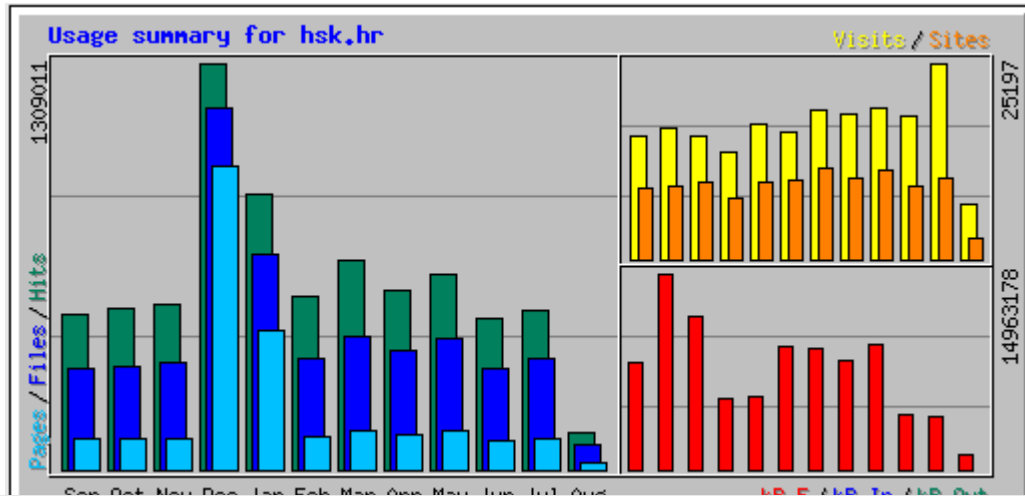
Ivan Marić
Voditelj CARNet DNS službe

Jasenka Gojšić

Jasenka Gojšić
Ravnateljica

Usage summary for hsk.hr

(last 12 months)



Daily average biggest visits reached ever in July 2010:
812 visits

Monthly totals in July 2010:
25 197 visits

Summary by Month												
Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	kB F	kB In	kB Out	Visits	Pages	Files	Hits
Aug 2010	10998	7568	2238	635	2731	1151285	0	0	6986	24622	83257	120985
Jul 2010	16509	11637	3170	812	10393	3999611	0	0	25197	98285	360771	511806
Jun 2010	16262	10949	3170	610	9442	4266244	0	0	18515	95118	328495	487865
May 2010	20246	13727	4036	624	11462	9603226	0	0	19365	125134	425566	627631
Apr 2010	19191	12766	3770	619	10533	8350438	0	0	18581	113118	382989	575745
Mar 2010	21721	13793	4093	620	11694	9170690	0	0	19225	126896	427595	673381
Feb 2010	20004	12868	3881	584	10262	9424269	0	0	16352	108690	360311	560126
Jan 2010	28649	22445	14468	556	9844	5553279	0	0	17239	448530	695802	888120
Dec 2009	42226	37486	31446	446	7783	5436236	0	0	13852	974834	1162083	1309011
Nov 2009	17772	11580	3306	525	9807	11626809	0	0	15769	99181	347400	533173
Oct 2009	16848	10653	3273	546	9410	14963178	0	0	16926	101486	330259	522289
Sep 2009	16582	10884	3252	527	9048	8214794	0	0	15819	97573	326520	497460
Totals						91760058	0	0	203626	2413467	5231048	7307592

DDM ADVERTISING IN CROATIA

- Advertising by dentist is old as the profession itself
- It happens all around the globe and in Croatia too

DDM ADVERTISING IN CROATIA

Eugen Rado, MD, DDM, 1868 - 1920

Zagreb main square:
Square Ban Josip Jelacic 5

Built in 1905

The attractive sample of the Art Nouveau,
Architect Vjekoslav Bastl.

Advertising at the building front facade.



DDM ADVERTISING IN CROATIA

- Based on
- the Dental Medicine Law, Official Gazette, 150/09
- The Croatian Dental Chamber Statutes, 2007
- Regulations Governing Professional Advertising by Dentists in Croatia (RGPAD) by-law, passed on 2nd June 2009, came into force on 11th June 2009

DDM ADVERTISING IN CROATIA

- DDMs can practise as
- Individuals,
- Group Practices partnerships,
- Concessionaire, Oral Health-Care Public Net financed by the Croatian Institute of Health Insurance
- Dental Office or Professional Corporations Founder or Owner
- Associations or Trade Company (Can be laymen)



CROATIAN INSTITUTE
FOR HEALTH INSURANCE

ADVERTISING MANNERS

- DDM has the right to advertise in
 - Newspapers (daily, weekly or monthly)
 - Professional Journals
 - On Internet
- It has to be done in accordance with CDC Code of Dental Medicine & Deontology and RGPAD (Article 3)



IMEDICINA.NET

IM
IMPLANT CENTRE MARTINKO



POČETNA O NAMA GALERIJA GARANCIJA KAKO DO NAS USLUGE KONTAKTI CJENIK

The Internet address very popular among professionals and other people in Croatia and neighborhood.

Dentist offers to the tourists 

Ti chiedi perché
in realtà lui non
sorride mai?



PER I NOSTRI
PAZIENTI ITALIANI
CLICCA QUI



Orthodontics

ABOUT U.S.

WHERE WE ARE

EMPLOYEES

HISTORY SP

INFRASTRUCTURE
AND PROJECTS

AND FUTURE
STRATEGY

EDUCATION

SCIENCE

RECREATION

DENTAL
POLIKLINIKA
ZAGREB

Perkovčeva 3
10000 Zagreb

Tel: 01 4803 200

Fax: 01 4828 484

Email: kontakt@spz.hr

intranet login

username

password

Orthodontics | Pat. & Paro. | Surgery | Prosthetics | tooth. Lab. | RTG

Halitosis as a social problem

How's my breath?

- Does you that sometimes people move away from you while speak?
- Have you noticed white deposits on the tongue?
- Do you have a dry mouth and often sour, bitter or metallic taste in mouth?



You probably have **halitosis** or bad breath. It can be objectively measured.

What is halitosis?

Halitosis bad breath is a phenomenon that occurs fairly often, some people occasionally, and some constant with different intensities.

What are the causes of halitosis?

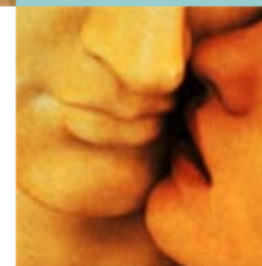
Unpleasant breath usually caused by plaque bacteria on the tongue and sore gums and carious teeth, but can occur as a consequence of pathological processes in the mouth, nose and gastrointestinal tract, bronchial diseases, diabetes, leucosis and some drugs.

When usually occurs halitosis?

Unpleasant breath can occur in all age groups.

How do I know that I have halitosis?

The problem in detecting halitosis is that it can be very difficult to assess themselves. Many people have unpleasant breath, and you do not know it, while others fear the daily umišljenog breath. It is best to ask open a close person who can objectively determine



Halitosis - Photo Gallery



POŠTOVANA GOSPODICA

SEDMICA LIJEVA DONJA

- Ona zna da su vrhunski stručnjaci i najsuvremenija stomatološka tehnologija ono što Ortoimplant razlikuje od drugih stomatoloških ordinacija. Svjesna je i da su implantati znatno bolje rješenje od proteza te se slaže da je najbolje reći protezama zbogom!

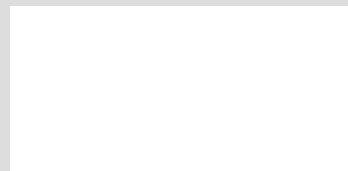


je svojim dosadašnjim radom i kvalitetom usluge uspio udovoljiti visokim standardima za dobivanje **ISO 9001:2008** certifikata, što je još jedna potvrda našim klijentima da kontinuirano radimo na unapređenju sustava kvalitete u skladu sa novim trendovima u stomatologiji.

NOVI ZUBI U 24 SATA

New Teeth in 24h

- Zahvaljujući timu najboljih funkcijskih stomatologa i najsuvremenijoj tehnologiji kojom se služe tijekom tretmana, sada možete doći do novih zubi u vrlo kratkom vremenu. Uz pomoć suvremene stomatološke metode ALL-ON-4™ unutar 24 sata dobit ćete prototip zubi, a ubrzo i moderno dizajnirane zube krojene po vašoj mjeri.





Cybermed

TRAŽI



Psihonet

Home

Centri A-Z

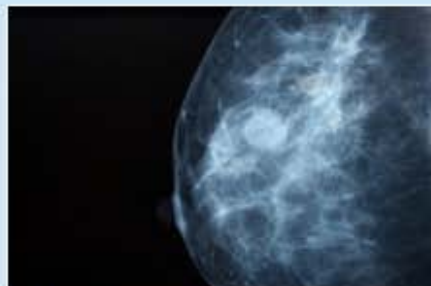
- > Alergije
- > Astma
- > Cjepiva
- > Dijabetes
- > Kontracepcija
- > Pretilost
- > Rak debelog crijeva
- > Rak dojke
- > Rak vrata maternice i HPV
- > Trudnoća

Prikaži sve

Forum

Bolesti i stanja

- > Alergije
- > Astma
- > Bolesti štitne žlijezde
- > Cjepiva



ZDRAVLJE ŽENE

Absces dojke povezan s pušenjem i piercingom na bradavici dojke

08.08.2010.

Forum	Tema	Poruka	Posljednji odgovor
Stomatološka protetika	48	121	Zubna caklina - fiksni aparat?
Ortodoncija	146	326	ispravljanje zubi
Oralna patologija	199	481	Dentalni implantat
Dentalna patologija i endodoncija	573	1319	Intraligamentarna anestezija



ADVERTISING MANNERS

- DDM **may not be advertised** via
 - Radio,
 - TV or similar means
 - (RGPAD, Article 5)

ADVERTISING MANNERS

- DDM **does have the right:**
- to actively take part in a radio broadcast
- or TV shows related to the dentistry, DDM does not pointing out his/her place of work

ADVERTISING MANNERS

- This rule does not pertain to the employees of the Croatian universities:



- School of Dental Medicine, University of Zagreb



- Dental Medicine Programme, School of Medicine, University of Rijeka



- Dental Medicine Programme, School of Medicine, University of Split

ADVERTISING MANNERS

- Advertising of the dental services that exceed the DDM's level of
- Knowledge,
- Experience,
- and competences, that would tempt patients to switch dentist without due cause, or that encroaches on the practice of other specialities is forbidden (RGPAD, Article 7)



RECOGNISED DDM's SPECIALITIES IN CROATIA

- Endodontics and Restorative Dentistry
- Family Dentistry
- Oral Medicine
- Oral Surgery
- Orthodontics
- Paediatric Dentistry
- Parodontology
- Prosthodontics
- The Official Gazette, NN 115/07

Periodontal surgery specialist Darius Vlastic Kaić

dr.stom.spec. periodontist

Contact Us  Recommend

 Location Map  RSS news

Vinkovićeva 21, 10 000 Zagreb

Healthy gums, beautiful teeth

paradentozna, Periodontitis, periodontal disease, periodontics, implants

► [Specialised practice](#)






► [Dentist](#)

Say you're an ad
seen on [mojkvart.hr](#)




SPECIJALISTIČKA ORDINACIJA
Darija Vlašić Kaić dr. stom.
specijalist parodontolog

Contact Us

-  **Phone:** 01/4683 985 091/5950 120
-  **Fax:** 01/4683 985
-  **Email:** Contact Us
-  **MojKvart Web:** Periodontal speci ...
-  **Web:** www.ordinacija-vlastic.hr

Business hours

-  **Mon-Fri:** 11-19h and by appointment



Implant Centre Martinko

Welcome to the website Implant Centre Martinko!

The online version of our practice we wish to initially introduce the services we offer, our modern furnished offices, as well as experienced professional team whose hands you entrust the care of worry about her smile.

Implant Centre Martinko a modern dental practice located near the city center of its design promotes a pleasant, relaxing atmosphere, complemented by highly personalized relationship with each patient. Also, surgery is equipped with the latest dental equipment which enables us to provide you with excellence - fast and quality care, individual and professional approach to patient care and superior service.

Professional approach to the treatment and application of high-tech arms experts from ten years of experience in the field of dentistry we strive to provide the best care for you and your family.

Implants



Tooth loss is a common phenomenon that occurs due to trauma (teething), decay, gum disease or aging. Whatever the reason in question, loss of teeth must be ...

[>> more](#)

Zircon



Ceramics in zircon as a material increasingly replacing the classic, such as metal ware, because the aesthetics of teeth and dental restorations has become a priority for patients [>> more](#)



Ti chiedi perché
in realtà lui non
sorride mai?



PER I NOSTRI
PAZIENTI ITALIANI
CLICCA QUI

Teeth Whitening



The process of whitening is done in practice, and takes just over an hour. First, the mucosal protection of the compressor and a special gel that is placed on the right, and then puts gel on his teeth

PERMISSION ISSUING

- DDM who wants to advertise his practice is obliged to follow the various procedures that have been put in place by the Croatian Dental Chamber.
- Among others, DDM has to submit the proposal of the advertisement, including the draft.

PERMISSION SAMPLE



COMMITTEE ON CONFORMITY ASSESSMENT PROPOSED LISTING
Including Dental Ethic And Deontology

Number: 01/75- 3-2009.
Zagreb, June 7th 2010.

Based on the Decision of the Commission for assessment of conformity of the proposed ads with dental ethics and deontology of the Croatian Chamber of dental medicine, the number 01/75-2-2010 from 07 June 2010. The issue is

PERMISSION

according to which the approved advertising Dental Practice XY,
for the time period of one year from the issuance of this authorization.

COMMISSION CHAIRMAN

ADVERTISING MANNERS

- Internet commercial DDM advertising is not regulated on the appropriate way in the current RGPAD
- Code of Ethics for Dentists in the EU, the paragraphs 5th dedicated to the electronic commerce, may be the acceptable solution for it

ADVERTISING MANNERS

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.

- Inhabitant Informatic Literacy, Gfk Croatia Report, Dec 2009, The representative sample
- 1.3 million of Inhabitants have the contacts with electronic net
- 66 Percent of Croatian Households have the own Computor
- 15 yrs+, 49%, have been used Internet daily as the integral part of activities

CONCLUSIONS, 1

- Advertising by dental professionals appears increasingly necessary to sustain a dental practice economically
- However, regulations of advertising by dentists are ever more necessary as well

CONCLUSIONS, 2

- The new Croatian Regulations Governing Professional Advertising by Dentists are intended to improve and harmonise the scope and manner of advertising by Croatian DDMs in order to protect the public against misleading ads

CONCLUSIONS, 3

- Only real life will tell wheather these new regulations will be effective

Hrvatska zemlja tisuću otoka

Croatia – country of thousand islands

Hrvatska ima 1185 otoka, otočića i hridi.

Od tog broja 66 otoka je nastanjenih.

Croatia has 1185 islands,
From 1185, 60 of them are inhabited.

To je jedna od najrazvedenijih obala na svijetu .

It is one of the most well-indented shores in the world.

Od osam nacionalnih parkova tri se nalaze na otocima.

Form eight national parks, three of them are on the islands



Thanks a lot for your attention!