

International Dental Ethics  
and Law Society  
University of Helsinki  
Finnish Dental Association

**8th International Dental Ethics and Law Congress  
August 18-20, 2010, Helsinki, Finland**

**Theme: Dentistry and Information Technology –  
Ethical and Legal Considerations**

### A WORD OF WELCOME

*Dear Colleague,*



*May I invite you to mark your calendar? From August 18 to August 20, 2010, the 8th International Dental Ethics and Law Congress will take place in Helsinki, Finland. Judging by the success of the previous seven Congresses (Louvain 1992, Copenhagen 1995, London 1998, Amsterdam 2001, Omaha 2003, Florence 2005 and Toronto 2007), the upcoming congress promises to be informative and thought provoking.*

*The 2010 Congress' theme will be Dentistry and Information Technology – Ethical and Legal Considerations. Since the role of Information technology is growing one has to take its ethical considerations seriously. As in years past, the Congress will be an excellent forum to network and exchange ideas with colleagues from all over the world, representing a variety of disciplines, but all sharing a common vision: To advance the ethical, legal and professional quality of oral health care.*

*Sincerely,  
Matti Pöyry, DDS  
Chair, 2010 Congress Planning Committee*

### Program

#### Day 1: Wednesday August 18

12:00–17:00 Registration and information desk open

14:00 Opening and Welcome

*Klaas-Jan Bakker, President, IDEALS*

*Kimmo Kontula, Vice Rector, University of Helsinki*

#### THEME I: Health ICT – Plenary Session

14.30 **Keynote:** The Role of the European Union in eHealth,  
*Jaakko Aarnio, Research Programme Officer,  
European Commission*

15:15 *Coffee Break*

15:45 The challenges of health ICT and vulnerable people  
*Dr. Samuli Saarni*

16:15 Ethical aspects of health promotion and advertising via the Internet  
*Professor Jos Welie*

16:45 Forum

17:15 Closing of the first day

19:00 **Reception** by City of Helsinki (Old Court House)

## Day 2: Thursday August 19

08:15 Opening Remarks, Professor *Heikki Murtomaa*

### THEME II: Information technology in dental education – Plenary Session

08:30 **Keynote:** Privacy and Student Portfolios, Professor *Richard Oliver*

09:00 Teaching ethics – what should the students learn about ICT?,  
Docent *Ritva Halila*

09:45 *Coffee Break*

10:15 Breakout Sessions

**Break-out session 1.1** – Information technology in dental education (Submitted papers)

**Break-out session 1.2** – Discussion session, Professional ethics in dentistry

11:45 *Lunch*

### THEME III: Patient Safety and Dental Liability Insurance Systems – Plenary Session

13:15 Patient Safety and Dental Liability Insurance systems in different countries  
Italy – Dr. *Vilma Pinchi*

Netherlands – Dr. *Bart Admiraal*

Scandinavia – Mr *Reima Palonen*

Great Britain – Dr. *Greg Waldron*

14:45 *Coffee Break*

15:15 Breakout Sessions

**Break-out session 2.1** Patient Safety and Dental Liability Insurance Systems – Round table based on plenary session presentations

**Break-out session 2.2** Poster Session

**Break-out session 2.3** Panel Discussion, Property and Privacy Paradigms of "Marketable Spit". An Ethical and Legal Counterpart to Blood?,  
*Anthony Vernillo, USA, Jos Welie, USA, Sudeshni Naidoo, South Africa*

16:15 *Break*

16.30 **IDEALS General Assembly Meeting**

(open to members and non-members)

19.30 **DINNER** at Suomenlinna sea fortress, restaurant Tenalji von Fersen

Special Speech: Professor *Helena Ranta*

## Day 3: Friday August 20

08:15 Opening Remarks, Dr. *Emilio Nuzzolese*, IDEALS

### THEME IV: Privacy and Protection of Personal Data – Plenary Session

In collaboration with Finnish Association of Forensic Odontology

08:30 Privacy and Protection of Personal Data, *Lasse Lehtonen, HUS*

09:00 North American perspective to privacy and protection of personal data,  
Dr *Richard Speers, Canada*

09:30 Privacy and protection of personal data in disaster victim identification,  
Professor *Helena Ranta, Finland*

10:00 *Coffee Break and posters*

10:30 Breakout Sessions

**Break-out session 3.1** – Ethical issues in dental practice I (Submitted papers)

### Break-out session 3.2 – Suomenkielinen rinnakkaisohjelma

Potilastietojärjestelmät potilaan ja lääkärin tukena  
Yhteistyössä Suomen Hammaslääkäriseura Apollonian  
Kansanterveysjaoston kanssa

- 10.30 Uudet sähköiset työkalut ja niiden ongelmat,  
kehittämispäällikkö *Anne Kallio*, STM
- 11.15 eKatselun vaikutus lääkärin työhön ja potilaan asemaan,  
LL *Tinja Lääveri*, Lääkäriliiton e-Health-valiokunta
- 12:00 *Lunch*
- Apollonian Kansanterveysjaoston lounaskokous

## THEME V: Right to Health and Health Information

13:30 Breakout Sessions

**Break-out session 4.1** Ethical issues in dental practice (Submitted papers)

### Break-out session 4.2 – Suomenkielinen rinnakkaisohjelma jatkuu

- 13.30 Hoitosuositusten rooli, vaikutukset ja etiikka lääkärin työssä,  
dosentti, yleislääketieteen erikoislääkäri *Ilkka Kunnamo*,  
Kustannus Oy Duodecim
- 14.15 Potilaan asema ja muuttuva rooli,  
professori *Veikko Launis*, Turun yliopisto
- 15:00 *Coffee Break*

### Plenary Session

- 15:30 **Keynote: Information and the relationship between individual  
and group good**  
*David W. Chambers, Professor of Dental Education, San Francisco*
- 16:15 **Closing Remarks**  
*Klaas-Jan Bakker, President, IDEALS*

## Organizers



International Dental Ethics and Law Society  
University of Helsinki – Institute of Dentistry  
Finnish Dental Association

In collaboration with:

Finnish Association of Forensic Odontology  
Division of Public Health – Finnish Dental Society Apollonia

## Congress Venue



University of Helsinki – Biomedicum  
Haartmaninkatu 8  
Helsinki 00100 Finland  
Phone: +358 9 1911 / +358 9 4711

For closer details, please see the Congress website [www.ideals.ac](http://www.ideals.ac).

### Registration and information desk:

Opening hours during the Congress in Biomedicum:

Wed, Aug 18	12.00 – 17.00
Thu, Aug 19	07.45 – 17.00
Fri, Aug 20	07.45 – 16.30

## Registration

Participants should register using the online registration form. All reservations (including social program and hotel) should be made on the same registration form. Kindly make sure that you receive a reference number for your registration to your e-mail. If you have any questions concerning the registration form or procedure, please contact Tavicon Ltd. at [ideals2010.congress \(at\) tavicon.fi](mailto:ideals2010.congress@tavicon.fi) or call +358 3 233 0400 (Finnish office hours 08.30–16.30, GMT+2).

### Congress fees:

	Before May 31	From May 31
IDEALS members	EUR 320	EUR 400
Finnish Dental Association members	EUR 320	EUR 400
Students	EUR 150	EUR 170
Other delegates*	EUR 370	EUR 470
(* includes one year of IDEALS membership)		
Participation only on Fri, August 20	EUR 160	EUR 190
The fees include VAT 0%.		

### The Congress fee includes:

- Scientific programme and meeting material
- Lunches Aug 19 and 20 and refreshments during the breaks
- Helsinki City Reception, Aug 18
- Conference services at the venue

Please note that the costs for travel, accommodation and insurance are **not included in the fees.**

Please see the Congress website at [www.ideals.ac](http://www.ideals.ac) for detailed information on registration, payment, confirmation, cancellation, and the refund policy.

## Accommodation:

### Hotel reservation and deposit

Kindly make your hotel reservation in advance, with the Congress online registration form. Tavicon Ltd. (Congress Bureau) will take care of the hotel reservation for the delegates. To guarantee your hotel reservation, a deposit of one night's room rate is required in advance together with the registration fee.

All prices are per room per night, including breakfast and VAT. Possible cancellations or changes to reservations should be made by writing an e-mail or sending a fax to Tavicon Ltd. ([ideals2010.congress@tavicon.fi](mailto:ideals2010.congress@tavicon.fi) and fax: 358 3 233 0444). Please, see the cancellation and refund policy on the Congress website.



### Scandic Continental

Address: Mannerheimintie 46

Scandic Continental is situated opposite to a beautiful park and Töölö Bay and is about 10 minutes' walk from Helsinki city centre. Twenty minute walking distance or a 10-minute tram ride from the Congress venue. Finnair busses stop at the hotel.

Single standard room	EUR	125
Single superior room	EUR	135
Double standard room	EUR	135
Double superior room	EUR	145



### Hotel Arthur

Address: Vuorikatu 19

Privately owned, cosy hotel located close to the railway station in the very heart of Helsinki. A 20-minute tram ride from the Congress venue. Smoking is forbidden in the hotel premises.

Single room	EUR	95
Double room	EUR	115

## Social program:



The Old Town Hall. Photo Matti Tirri

### Wednesday August 18, 19.00 – 20.30

Reception hosted by the City of Helsinki at the Old Court House (address: Aleksanterinkatu 20). Included in the price.

*Maximum number of participants is 150.*



### Thursday August 19, 19.30 – 23.00

Dinner at Suomenlinna Sea Fortress, Restaurant Tenalji von Fersen. The boat leaves from the Market Place Harbour and from there it is a 20-minute boat trip.

*Maximum number of participants is 200. Price: EUR 80 / person*

Please, mark your participation when you register.

*Tickets will be reserved only to those interested.*

## Contact information:

### Practical information on registration and accommodation:

Tavicon Ltd. (Congress Bureau)

Ms. Annikka Lampo

Project Manager

E-mail: [ideals2010.congress \(at\) tavicon.fi](mailto:ideals2010.congress@tavicon.fi)

Tlf. +358 3 233 0430

Fax +358 3 233 0444