

## CODE OF PROFESSIONAL CONDUCT AND ETHICS

Board certification is based on the highest standards of knowledge and clinical skill, and all Diplomates are expected to maintain and enhance such standards.

It is incumbent upon every Diplomate as a dentist and as an orthodontist to abide by the Principles of Ethics and the Code of Professional Conduct of the American Dental Association and of the American Association of Orthodontics. In particular, a Diplomate should abide by the principles of fairness and truthfulness in one's public statements and announcements.

## CERTIFICATE AND SEAL

A certificate of board certification is granted to each successful examinee. The certificate is not a professional or academic degree. Rather, it is a certificate of attainment and does not confer any legal qualification, privilege, or license to practice orthodontics. The letters "ABO" are not to be used after a Diplomate's name as a university degree is used.

Additional certificates for satellite offices are available through the ABO office.

The seal of The American Board of Orthodontics is solely for use by the Board on certificates, stationery, and official documents.

## PLEDGE

I hereby pledge myself to the highest ethical standards in the practice of orthodontics according to the Principles of Ethics and the Code of Professional Conduct of the American Dental Association, the American Association of Orthodontists and The American Board of Orthodontics.

I shall only use the acknowledgement of my Diplomate status in an honest and forthright manner, and in the best interest of my patients and the specialty of orthodontics, and in accordance with the rules of The American Board of Orthodontics.

I further understand and agree that the title to the certificate issued to me by The American Board of Orthodontics shall remain the property of The American Board of Orthodontics.

I fully understand the time-limit of the certification that is clearly delineated on my issued certificate. I agree to desist from my use of the diplomate and/or certified designation if I choose not to maintain certification by reexamination.

The Board shall have the sole right to determine whether or not information placed before it is sufficient to constitute grounds for revocation of the Board's certificate. If the Board determines, in its sole and absolute discretion, that the certificate should be revoked, the decision of the Board shall be final, and I agree to surrender the certificate upon order of the Board.



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## DIPLOMATE

The word "Diplomate" is often written in error as "Diplomat". It is sometimes incorrectly pronounced Diplomat rather than Diplomāte. The final "E" is significant in that it implies the highest plateau of attainment in *education, evaluation, excellence, and ethics*. It is the intention of the Board that the Diplomate exemplify these standards.

Diplomates may use either of the following designations in a discriminating and professional manner:

- Diplomate, American Board of Orthodontics
- Certified, American Board of Orthodontics

When space permits, you may place under the designation the following:

*The only orthodontic specialty board recognized by the American Dental Association and sponsored by the American Association of Orthodontists.*

Further elaboration on appropriate use of the designation, as well as, the handling of a misrepresentation of board designation appears in *American Journal of Orthodontics & Dentofacial Orthopedics*, April 2006 (Vol 129, Issue 4, Pages 571-573). This article is available to view on our website at [www.americanboardortho.com/about/policy](http://www.americanboardortho.com/about/policy).



## LOGO

The logo of the ABO incorporates the Greek letters, Alpha, Beta and Omega, and is designed to identify Diplomates of the Board. Use of the logo by an individual Diplomate or a group of Diplomates requires a commitment to maintain the highest professional integrity, as well as impeccable ethical and moral standards. The ABO logo is a registered trademark. Each design is available in a singular or plural form. You may download electronic logos from the ABO website.



## GUIDELINES FOR USE OF THE DIPLOMATE TITLE AND LOGO

- May only be used by Diplomates in good standing for professional identification.
- May only be used in conjunction with the service and practice of orthodontics.
- May be used in a tasteful manner on stationery, literature, announcements, telephone listings and advertisements.
- May be used in signage in accordance with guidelines similar to those adopted by the AAO for the AAO logo.

- May be used on websites. You may provide a link to the ABO website to increase public understanding of the certification process.
- May not be used in any advertisement which suggests that ABO certification implies exclusivity and/or superiority.
- May not be used in promoting lectures, seminars, publications, personal business, or proprietary ventures; nor may it be used for publicity, solicitation, or for sale of personal, private or professional property or materials.
- May not be used in a way that would infer or imply that non-Diplomates, in the same practice, are Board certified. The plural form may be used only when all in the same practice are Diplomates.
- May not be used in a way that suggests that the ABO approves, or disapproves, a particular service, product, treatment modality or procedure.
- May not be used in a misleading, deceptive or fraudulent manner or to deceive the public.
- May not be used in a debasing or derogatory manner that reflects unfavorably on the orthodontic specialty or the ABO.
- The logo may not be distorted, merged or assimilated with any other design or trademark.
- The logo must contain all three parts: the identifying symbol; the R, which identifies it as a registered trademark; the words "Diplomate(s), American Board of Orthodontics."
- The logo may be reproduced in any color.