

# Revised Guidelines for DANB-Approved Continuing Dental Education



**NOTICE:** As of July 1, 2011, DANB will be phasing out its Continuing Dental Education (CDE) Approval Program. This booklet contains information for CDE course sponsors with existing approvals. DANB is no longer accepting applications for approval of new courses.



# DANB Overview

## About DANB

Since its inception in 1948, the Dental Assisting National Board, Inc. (DANB) has worked within and has had the support of the dental community. The American Dental Association recognizes DANB as the national certification board for dental assistants.

The following organizations assist DANB in developing its dental assisting exams by recommending subject matter experts to DANB's Exam Committees:

- American Dental Association
- Academy of General Dentistry
- Academy of Oral and Maxillofacial Radiology
- American Association of Orthodontists
- Organization for Safety, Asepsis and Prevention

DANB's nine-member Board of Directors is elected by DANB from a slate of candidates nominated by:

- American Association of Dental Boards
- American Dental Education Association
- American Dental Assistants Association
- American Dental Association
- DANB Certificants

DANB's Board of Directors also includes a public member.

## DANB Certifications

Dental assistants who meet the eligibility and examination requirements may earn DANB Certification in the following areas:

- Certified Dental Assistant™ – CDA®
- Certified Orthodontic Assistant – COA®
- Certified Preventive Dental Assistant – CPDA™

In addition to these national certifications, DANB offers Certificates of Competency in:

- Radiation Health and Safety (RHS®)
- Infection Control (ICE®)
- Coronal Polish (CP)
- Sealants (SE)
- Topical Fluoride (TF)
- Topical Anesthetic (TA)

## DANB's Mission

DANB is a nonprofit organization. DANB's mission is to promote the public good by providing credentialing services to the dental community.

We accomplish and measure the success of this mission through the creation of valid dental assisting exams; recertification requirement integrity; and valuable, visible, and accessible DANB exams, certificates, and certifications.

We also provide testing services to the oral healthcare community, and information services and resources related to dental assisting credentialing to support DANB's mission. In order to accomplish these critical outcomes, DANB is committed to a properly governed, financially secure and administratively sound organization.

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DANB is a member of the Institute for Credentialing Excellence. The National Commission For Certifying Agencies (NCCA), an Institute for Credentialing Excellence commission with responsibility for accrediting certification programs, has evaluated DANB national certification programs (CDA and COA), including DANB component exams (RHS, ICE, GC and OA), and finds that DANB programs meet NCCA's highest standards, thus helping to assure validity, reliability, and objectivity in the testing process.

# Continuing Dental Education Approval Overview

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## Discontinuation of DANB's CDE Approval Program

Beginning July 1, 2011, DANB will be phasing out its Continuing Dental Education Approval Program. Continuing education course sponsors and providers receiving DANB approval before this date may continue to advertise their courses as "DANB Approved" until the expiration of the approval period; however, DANB is no longer approving new courses.

This booklet describes the requirements for those sponsors that wish to continue to advertise their courses as DANB-approved for the duration of the approval period originally communicated by DANB to the sponsor or provider of each CDE course granted DANB CDE approval.

Just as before this change, DANB Certificants may take any continuing education course related to the practice of dentistry or dental assisting to earn CDE credits for renewal of DANB Certification. If you are a sponsor of CDE courses for dental assistants, the discontinuation of this program does not mean that DANB Certificants will no longer be able to use the courses you sponsor to meet *DANB's Recertification Requirements*. What it does mean is that, once your existing DANB CDE approvals have expired, you will no longer be able to advertise the previously approved courses as "DANB Approved."

Although DANB can no longer offer this service, DANB is working diligently to create an online database of continuing education opportunities. DANB plans to provide an online directory where CDE course sponsors can list and describe continuing dental education courses available for DANB Certificants; the directory will include tools enabling DANB Certificants to browse or search for courses of interest to them. Please watch for announcements from DANB in the coming months, to learn how you can take advantage of being listed in this exciting new DANB website feature.

## Requirements to Continue to Publicize DANB CDE Approval

Although DANB is phasing out its CDE Approval program, those sponsors whose course topics were granted DANB CDE Approval before June 21, 2011 will be able to publicize DANB CDE Approval until the three-year approval period for each course expires. During that remaining approval time, course sponsors must continue to abide by the original DANB CDE Approval requirements.

DANB-approved Continuing Dental Education (CDE) programs must:

- Be related to the practice of dental assisting/dentistry
- Be taught/presented by qualified instructors/speakers
- Adhere to standards accepted by the dental profession as a whole
- Meet *DANB's 2011 Recertification Requirements*

Sponsors of DANB-approved CDE courses must:

- Ensure that all courses offered have a sound scientific basis and the materials and/or procedures presented have proven efficacy
- Verify that the course presenter has a minimum of one year of experience presenting CDE programs to dental assistants, dentists or hygienists
- Demonstrate that it is targeting its activities/programs to dental-oriented topics and course content
- Provide presentations consistent with the goals and objectives of the program

## Providing Proof of Participation

The course sponsor is to provide proof of participation to all course participants. This proof of participation must include the DANB approval number; number of CDE credits awarded; participant's first and last name; and the category in which the credits are awarded.

## Determination of CDE Credits Per Course

DANB has awarded home study courses CDE credits according to the number of hours it is likely to take the average dental assistant to read course materials and answer test questions.

For participants in all educational courses that are related to the practice of dentistry and are of a technical nature, DANB has awarded one credit of CDE for each hour of attendance. There are limits to the number of CDE credits earned in non-clinical courses that can be used for recertification. Those sponsors offering practice management, insurance, billing, HIPAA and similar courses should be aware of these limits and refer to DANB *Recertification Requirements* for details.

DANB does not approve CPR providers for CDE hours. DANB will only accept CPR for credit when the course is an accepted course offered by a DANB-approved organization. Only the course providers listed in the DANB Application Packet (page 13) and the *Recertification Requirements*, are recognized by DANB for CDE.

Refer to the *Recertification Requirements* for maximum annual credits allotted for each CDE source category.

## Duration of Approval - 3 Years

**The maximum term** of sponsor approval per course shall not exceed three (3) years for any course. Once the approval term has expired, a sponsor may not apply to renew the approval. DANB is phasing out its CDE Approval Program and is no longer accepting new CDE approval applications.

The sponsor **must** publish the DANB disclaimer as set forth in section 8, page 3 of this document (in announcements, promotional materials, publications or any other form of communication) when referencing DANB approval. The disclaimer is also available as a graphic; a sponsor may display the graphic or publish the disclaimer as plain text.

## Termination of Licenses to Use DANB-Approved Logo

DANB formerly provided a special version of the DANB logo, accompanied by explanatory text, for sponsors to display in connection with descriptions of DANB-approved courses. A limited, revocable, nonexclusive license to use this "DANB Approved" logo was granted to sponsors with DANB-approved courses. Because the rules for using and displaying the "DANB Approved" logo were often misunderstood by sponsors, DANB became concerned that efforts to clarify requirements and correct errors may have been unreasonably challenging

both for sponsors and for DANB. For this reason, as of July 1, 2011, DANB has terminated all licenses to use the special "DANB Approved" version of the DANB logo.

Sponsors of DANB-approved courses may create no new online or print materials displaying the DANB-Approved logo as of July 1, 2011, must remove the DANB-approved logo from any existing online materials (e.g., website, online course interface, etc.) by September 30, 2011, and must cease using or distributing existing print materials containing the DANB-Approved logo by December 31, 2011.

Any use of the DANB-Approved logo after December 31, 2011 may be grounds for revocation of DANB approval of any currently approved courses.

# Regulations Governing DANB's Course Approval Process

## 1. Applications No Longer Accepted

DANB is no longer accepting applications for approval of courses for DANB CDE credit. DANB will continue to recognize existing approvals only for the duration of the existing three-year approval period originally communicated by DANB to the sponsor or provider of each CDE course granted DANB CDE approval. Following expiration, sponsors will no longer be permitted to recognize previous approvals only for the duration of the courses as "DANB approved."

## 2. Re-Evaluation

After approval has been granted, DANB reserves the right to re-evaluate a sponsor at any time after surveying course participants. An approved course may also be re-evaluated at any time if information is received from the sponsor or other sources that indicates the approved course has undergone changes in content or that the sponsor may no longer be in compliance with the criteria for approval.

## 3. Requirements

All education must be directly related to the clinical practice of dentistry or dental assisting in order to maintain or improve dental assisting knowledge or skill. "Self-improvement" courses, including stress management, assertiveness training, interpersonal relations, motivation and general health, may be accepted as non-clinical courses, seminars, etc. (formerly electives).

## 4. Instructors

Sponsors shall permit only those who are qualified by practical or academic experience to develop, teach, speak, lecture, or make presentations at DANB-Approved courses.

## 5. Length and Calculation of Credits

Courses must be at least forty-five (45) minutes in length in order to qualify for one (1) CDE credit. Credit for a CDE course beyond sixty (60) minutes will be calculated in fifteen (15) minute increments.

## 6. Contact Information

Sponsors shall inform DANB in writing within thirty (30) days of changes in the address or in the name of the person responsible for submitting the application. Failure to do so may result in revocation of approval of the course for CDE credit.

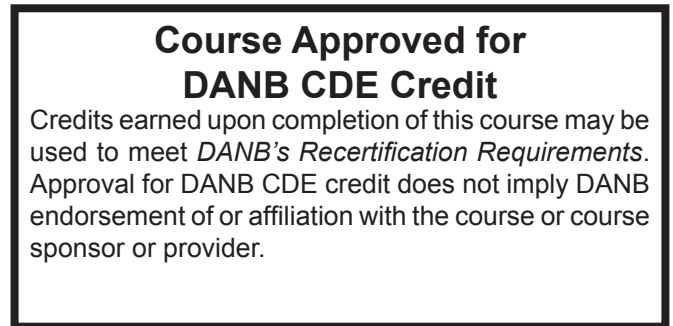
## 7. Meaning of Approval

The sponsoring institution or organization agrees that course approval by DANB does not indicate endorsement or agreement with the philosophy, techniques, or products advanced in the course, and none shall be implied, and that DANB has the sole and final authority to determine course approval for CDE credit.

## 8. Required Disclaimer Graphic or Disclaimer Text

For the duration of the approval period, when referencing DANB course approval, either the DANB Disclaimer Graphic or the DANB Disclaimer Text (shown below) must appear on the same page as the course description.

*DANB Disclaimer Graphic*



(Please contact DANB's Recertification Department at 1-800-367-3262, ext. 445, or [vspears@danb.org](mailto:vspears@danb.org) to request an electronic file containing the Disclaimer Graphic.)

*DANB Disclaimer Text*

*Course Approved for DANB CDE Credit: Credits earned upon completion of this course may be used to meet DANB's Recertification Requirements. Approval for DANB CDE credit does not imply DANB endorsement of or affiliation with the course or course sponsor or provider.*

When listing multiple DANB-approved courses in a multi-page course catalog, it is not necessary to place the DANB disclaimer graphic or disclaimer text on every page where DANB-approved courses are listed. The course sponsor may use the words "Approved for DANB CDE credit" in each course description and may use an asterisked or numbered footnote to display the disclaimer graphic or disclaimer text near the first occurrence or at the end of the course listings.

## 9. Compliance with Usage Guidelines for DANB Trademarks

The DANB logo is a registered trademark of the Dental Assisting National Board, Inc. (DANB). CDA®, COA®, CDPMA®, COMSA®, DANB® and Dental Assisting National Board® are registered certification marks of DANB. RHS®, ICE® and *Measuring Dental Assisting Excellence*® are registered service marks of DANB. CERTIFIED DENTAL ASSISTANT™ and CPDA™ are certification marks of DANB. *Mark of Dental Assisting Excellence*™ and the DANB-Approved logo are service marks of DANB. All use of DANB trademarks must conform to the Usage Guidelines for DANB Trademarks, which can be found on pages 6-9 of this booklet. Failure to follow these guidelines may be grounds for revocation of course approval.

# DANB Mailing List Rentals



DANB offers Continuing Dental Education (CDE) providers, potential employers of DANB Certificants (Certified Dental Assistant [CDA], Certified Orthodontic Assistant [COA], Certified Preventive Dental Assistant [CPDA], Certified Dental Practice Administrator [CDPMA], Certified Oral Maxillofacial Surgery Assistant [COMSA]) or Holders of Certificates of Competency (Radiation Health and Safety [RHS], Infection Control [ICE], Coronal Polishing [CP], Sealants [SE], Topical Anesthetic [TA], Topical Fluoride [TF]) and select other groups the ability to rent a one-time-usage mailing list to promote courses/home study or employment opportunities that assist DANB Certificants in meeting their CDE requirements or obtaining employment.

Fax mailing list quote request and mailing sample to 312-642-1475 **OR** Mail to:

DANB  
Attn: Lindsay Stevens  
444 N. Michigan Ave., Suite 900  
Chicago, IL 60611

Contact Lindsay Stevens at 1-800-367-3262, ext. 418, or [lstevens@danb.org](mailto:lstevens@danb.org) with any questions.

Upon receiving the mailing list quote request and mailing sample, DANB will generate a price quote within 2 business days.

## DANB's Policy on Qualified Users

Purchase of DANB's mailing lists is limited to individuals and companies who have met DANB's guidelines, paid the appropriate fee and have the planned solicitation/distribution materials reviewed and approved by DANB to ensure that the material is appropriate and no false claims are made. DANB reserves the right to refuse requests for reasons including but not limited to those that are not in keeping

with DANB policies that uphold the privacy of the DANB stakeholders.

DANB is very protective of our Certificants' time but recognizes the value in receiving information by mail. The revenue from this activity is used to support DANB's mission to promote the public good by providing credentialing services to the dental community.

## Conditions of Use

List rental is for one time use only. Mailings are subject to DANB approval and cannot be used for commercial or non-continuing education product sales solicitation. Some other uses of DANB's mailing lists may also be deemed not appropriate, pending DANB review of requests. No request will be considered without a copy of the intended mailing material. **Lists are seeded to ensure adherence to the conditions of use. If DANB does not receive the DANB-approved mailing, the purchaser will be prohibited from purchasing future DANB mailing lists.**

## Limitation of Liability

Although DANB uses every reasonable effort to ensure the accuracy of its database, DANB makes no representation or warranty that its database/ mailing list is complete or free from error. DANB shall not be liable for any damages or loss sustained by the purchaser through the use of the database/ mailing list.

## Base Rental Fee for One-Time Use

Entire DANB Certificants Database: (Includes all CDAs, COAs, CPDAs, CDPMAs & COMSAs).....	Flat fee	\$2,500
Entire Holders of DANB Certificates of Competency Database: (Includes all holders of RHS, ICE, CP, SE, TA, TF		
Certificates of Competency).....	Flat fee	\$2,500
Entire Database of Both Selections from Above.....	Flat fee	\$4,000
<b>Demographic Selection Options (Per Label Pricing):</b> Non-Profit: \$.05 per name    For-Profit: \$.07 per name		

## Payment Information

**Total DANB Certificant Mailing List Rental Fee**

\$

D 101405  
Code 3404

as quoted by DANB (see attached Quote Request)

Please indicate payment information below.

- Cashier's Check/Money Order payable to the Dental Assisting National Board, Inc. or DANB
- VISA     MASTERCARD     DISCOVER     AMERICAN EXPRESS

**Credit Card Authorization:** Allows DANB to charge your credit card account. Please complete all information.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_/\_\_\_/\_\_\_ Amount \$ \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Cardholder's Signature \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Phone Number (\_\_\_\_\_) \_\_\_\_\_

Signature X \_\_\_\_\_ Date \_\_\_\_\_

By signing, the cardholder acknowledges purchase of the rental of the aforementioned DANB mailing lists in the amount of the total shown hereon and agrees to perform the obligations set forth in the cardholder's agreement with the issuer. Furthermore, the cardholder understands that the signature obtained on this form shall be used to indicate receipt of purchase.

Upon payment by check, Visa, Mastercard, Discover or American Express, DANB will fulfill your order within 3 business days.

4 **All orders must be paid prior to delivery.**

# DANB Mailing List Quote Request

A sample of the mailing **MUST** accompany this quote request. DANB may request revisions be made to the sample mailing and recommends not printing large quantities of the mailing before approval of the sample. Please refer to DANB's Trademark Usage Guidelines on page 3 of this application to ensure you are using DANB trademarks correctly on your sample. DANB seeds all mailing lists to ensure the DANB-approved sample is mailed to Certificants. If DANB does not receive the DANB-approved mailing, the purchaser will be prohibited from purchasing future DANB mailing lists.

Please print clearly and complete all sections.

Nonprofit  For-profit

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

Purpose of Mailing \_\_\_\_\_

Estimated Mailing Date \_\_\_\_\_

I hereby attest that the purpose stated for requesting the mailing list is true and accurate, and that the communication I am submitting to DANB for approval is **exactly the same communication** as the one to be sent to those on the requested mailing list. I understand that any discrepancy will be grounds for action by DANB, including but not limited to reporting such behavior to state authorities and refusal of future requests for mailing list rentals.

Signature X \_\_\_\_\_ Date \_\_\_\_\_

**Full Database National Selections (Flat Rates)**

Entire DANB Certificants Database (includes all CDAs, COAs, CPDAs, CDPMAs, COMSAs): **\$2,500**

Entire Holders of DANB Certificates of Competency Database (includes all ICE, RHS, CP, SE, TA, TF and may include duplicate names for individuals who hold both certificates): **\$2,500**

Entire Database of Both Selections from Above: **\$4,000**

**Total National List Fee**

**Credential-Specific National Selections**  
(Rate based on database quantity and profit or non-profit status of applicant)

National database of DANB credentials. Choose from the credentials listed below:

CDAs     COAs     CPDAs     CDPMAs     COMSAs  
 ICE     RHS     CP     SE     TA     TF

**Total Credential-Specific National List Fee**

**State-Specific Selections**  
(Rate based on database quantity and profit/non-profit status of applicant)

State-specific database of DANB credentials. Choose from the credentials listed below:

CDAs     COAs     CPDAs     CDPMAs     COMSAs  
 ICE     RHS     CP     SE     TA  
 TF

*DANB will determine the fees based on the selections made to the left and fax this form back to you for your approval before proceeding.*

**Choose from the states listed below:**

<input type="checkbox"/> Alabama	<input type="checkbox"/> Georgia	<input type="checkbox"/> Maryland	<input type="checkbox"/> New Jersey	<input type="checkbox"/> South Carolina
<input type="checkbox"/> Alaska	<input type="checkbox"/> Hawaii	<input type="checkbox"/> Massachusetts	<input type="checkbox"/> New Mexico	<input type="checkbox"/> South Dakota
<input type="checkbox"/> Arizona	<input type="checkbox"/> Idaho	<input type="checkbox"/> Michigan	<input type="checkbox"/> New York	<input type="checkbox"/> Tennessee
<input type="checkbox"/> Arkansas	<input type="checkbox"/> Illinois	<input type="checkbox"/> Minnesota	<input type="checkbox"/> North Carolina	<input type="checkbox"/> Texas
<input type="checkbox"/> California	<input type="checkbox"/> Indiana	<input type="checkbox"/> Mississippi	<input type="checkbox"/> North Dakota	<input type="checkbox"/> Utah
<input type="checkbox"/> Colorado	<input type="checkbox"/> Iowa	<input type="checkbox"/> Missouri	<input type="checkbox"/> Ohio	<input type="checkbox"/> Vermont
<input type="checkbox"/> Connecticut	<input type="checkbox"/> Kansas	<input type="checkbox"/> Montana	<input type="checkbox"/> Oklahoma	<input type="checkbox"/> Virginia
<input type="checkbox"/> Delaware	<input type="checkbox"/> Kentucky	<input type="checkbox"/> Nebraska	<input type="checkbox"/> Oregon	<input type="checkbox"/> Washington
<input type="checkbox"/> Dist. of Columbia	<input type="checkbox"/> Louisiana	<input type="checkbox"/> Nevada	<input type="checkbox"/> Pennsylvania	<input type="checkbox"/> West Virginia
<input type="checkbox"/> Florida	<input type="checkbox"/> Maine	<input type="checkbox"/> New Hampshire	<input type="checkbox"/> Rhode Island	<input type="checkbox"/> Wisconsin

**Total State-Specific List Fee**

**Select Format (choose one below):**

E-mail – Excel File (no additional fee)

E-mail – Label Format in MS Word (\$10.00) Avery Label # \_\_\_\_\_

**Total Format Fee**

**Royalty Fee (computed by DANB)**

\$25.00 per 1,000 names (\$25.00 minimum for less than 1,000 names)

**Total Royalty Fee**

**Total DANB Certificant Mailing List Rental Fee** \$

For additional copies of this brochure, call 1-800-367-3262, ext. 445,  
visit [www.danb.org](http://www.danb.org) or e-mail [vspears@danb.org](mailto:vspears@danb.org)



**Dental Assisting National Board, Inc.**  
444 N. Michigan Ave., Suite 900  
Chicago, IL 60611  
1-800-367-3262 • [www.danb.org](http://www.danb.org)

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