

Congratulations!

You've worked hard to achieve your Board Certification, and you should be proud to share this accomplishment with others.

Here are some helpful tips to keep in mind when announcing your Board Certification:

As per the American Dental Association Principles of Ethics and Code of Professional Conduct, an educationally qualified pediatric dentist can announce specialization as 'specialist in pediatric dentistry' or 'practice limited to pediatric dentistry.'

When announcing your board certification in printed or online declarations (such as letterheads, business cards, websites, phone directories, and biographical summaries), the following guidelines should be followed:



How to Display on Biography, Publication or Business Card

Pediatric dentists certified as a Diplomate by the ABPD may promote their certification by using "Diplomate, American Board of Pediatric Dentistry" or "Certified, American Board of Pediatric Dentistry."

The Board does not authorize abbreviations to designate Diplomate status. Initialisms such as ABPDD, DABPD, or ABPD (Dip) are inappropriate and must not be used.



Announcing Via Recorded Telephone Messaging

In recorded telephone messaging, certification may be promoted in direct association with a diplomate's name. However, care must be taken to avoid interference that such certification applies to the practice or to all practitioners within the office.



Use of ABPD Logo

You may use the ABPD Diplomate logo on professional stationary, letterhead, and business and referral cards as well as forms (excluding educational literature and patient instruction forms).

The diplomate logo may be featured on personal or professional websites where all practitioners are ABPD Diplomates, for the purpose of advertising, marketing, or informing the public of pediatric dentistry services available through their practice. The logo may be used in a personal email signature. You may provide a link to ABPD's website to increase public understanding of the certification process.



No change of the color or background of the logo is permitted.

The ABPD logo should not be used for any commercial endorsement or in any way that implies a commercial endorsement by partnership with ABPD. The logo of ABPD is designed to identify diplomates of ABPD. All rights to the logo belong to ABPD. The logo when used with an appropriate identifying phrase is the collective mark that may only be used by ABPD Diplomates. Any reproduction thereof by anyone other than an active ABPD Board Certified Pediatric Dentist is specifically prohibited.

For additional questions, please reach out to The American Board of Pediatric Dentistry at info@abpd.org or (615) 432-0082.