

**650—27.7 (153) Representation of care and fees.**

**27.7(1)** Dentists shall not represent the care being rendered to their patients or the fees being charged for providing the care in a false or misleading manner.

**27.7(2)** A dentist who accepts a third-party payment under a copayment plan as payment in full without disclosing to the third-party payer that the patient's payment portion will not be collected is engaging in deception and misrepresentation by this overbilling practice.

**27.7(3)** A dentist shall not increase a fee to a patient solely because the patient has insurance.

**27.7(4)** Payments accepted by a dentist under a governmentally funded program, a component or constituent dental society sponsored access program, or a participating agreement entered into under a program of a third party shall not be considered as evidence of overbilling in determining whether a charge to a patient or to another third party on behalf of a patient not covered under any of these programs, constitutes overbilling under this rule.

**27.7(5)** A dentist who submits a claim form to a third party reporting incorrect treatment dates is engaged in making unethical, false or misleading representations.

**27.7(6)** A dentist who incorrectly describes a dental procedure on a third party claim form in order to receive a greater payment or incorrectly makes a noncovered procedure appear to be a covered procedure is engaged in making an unethical, false or misleading representation to the third party.

**27.7(7)** A dentist who recommends or performs unnecessary dental services or procedures is engaged in unprofessional conduct.

**27.7(8)** A dentist shall not bill for services not rendered. A dentist shall not be prohibited from billing for those services which have been rendered, for actual costs incurred in the treatment of the patient, or for charges for missed appointments.

**27.7(9)** A dentist shall not bill or draw on a patient's line of credit prior to services being rendered. A dentist may bill or draw on a patient's line of credit for those services which have been rendered or for actual costs incurred in the treatment of the patient.

**27.7(10)** A dentist shall not be prohibited from permitting patients to prepay for services, in whole or in part, on a voluntary basis.