

DENTISTS REGISTRATION ORDINANCE (Chapter 156)

ORDER MADE BY THE DENTAL COUNCIL OF HONG KONG

It is hereby notified that the Dental Council of Hong Kong, after due inquiry held on 11 May 2001 in accordance with section 18 of the Dentists Registration Ordinance, Chapter 156 of the Laws of Hong Kong, was satisfied that Dr. SIN Chung-yin, Ronald and Dr. CHU Kai-yu, being registered dentists and partners of Health & Care Dental Clinic and/or directors of Health & Care Dental Clinic Limited, did:—

- (a) on or about 1 July 1998, 8 September 1998, 18 January 1999, 22 February 1999 and 2 September 1999 exhibit a signboard entitled ‘Health & Care Dental Clinic (恒健牙科醫務所)’ directly above the doorway to the dental surgery at Shop 218, Ground Floor, Lok Hin Terrace, 350 Chai Wan Road, Chai Wan, Hong Kong; the size of such signboard exceeding the permitted limit of a signboard in that precise location as approved by the Dental Council of Hong Kong;
- (b) exhibit a total number of signboards at the dental surgery at the address mentioned in (a) above exceeding the limit permitted by the Dental Council of Hong Kong;
- (c) on or about 2 September 1999 canvass for the purpose of obtaining patients by displaying a notice, at or close to the entrance of the dental surgery at the address mentioned in (a) above, which advertised the ‘Children Dental Scheme’ run by the surgery;
- (d) on or about 7 September 1998 exhibit a signboard entitled ‘Health & Care Dental Clinic (恒健牙科醫務所)’ directly above the doorway to the dental surgery at Shop 5, 68 Kau Yuk Road, Yuen Long, New Territories; the size of such signboard exceeding the permitted limit of a signboard in that precise location as approved by the Dental Council of Hong Kong;
- (e) exhibit a total number of signboards at the dental surgery at the address mentioned in (d) above exceeding the limit permitted by the Dental Council of Hong Kong;
- (f) on or about 22 February 1999 and 28 April 1999 canvass for the purpose of obtaining patients by displaying a notice, at or close to the entrance of the dental surgery at Shop 5B, Level 2, Tai Po Plaza, Tai Po, New Territories, which advertised the ‘Children Dental Scheme’ run by the surgery;
- (g) on or about 28 April 1999 exhibit a signboard entitled ‘Health & Care Dental Clinic (恒健牙科醫務所)’ directly above the doorway to the dental surgery mentioned in (f) above; the size of such signboard exceeding the permitted limit of a signboard in that precise location as approved by the Dental Council of Hong Kong; and
- (h) on or about 22 February 1999 and 28 April 1999 exhibit a signboard entitled ‘Health & Care Dental Clinic (恒健牙科醫務所)’ at the second floor level of Tai Po Plaza in which the dental surgery mentioned in (f) above was situated,
  - (i) the size of such signboard exceeding the permitted limit of a directional notice in that precise location as approved by the Dental Council of Hong Kong; and
  - (ii) which was illuminated and featured with tooth cartoons as ornaments;

and that in relation to the facts alleged, Dr. SIN Chung-yin, Ronald and Dr. CHU Kai-yu were guilty of unprofessional conduct.

In accordance with section 18(ii) of the Dentists Registration Ordinance, the Dental Council ordered on 11 May 2001 that Dr. SIN Chung-yin, Ronald and Dr. CHU Kai-yu should be reprimanded.

Jeffrey Y. S. TSANG *Chairman, Dental Council of Hong Kong*