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There's no such thing as a free lunch - Dr Michael Sul

Posted by [Erica Kilburn](#) on Thursday, 06 March 2014 in [Product Updates](#)

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Colleagues will be familiar with the old adage, 'there's no such thing as a free lunch'. It ties in with the idiom to them, even if they insist that they expect absolutely nothing in return. The psychologists tell us this is to pay them back.

Of course the manufacturers and suppliers are well aware the effect that a 'free lunch' might have on them for good reason. All well and good in everyday business, but when it comes to the healthcare professions, the

You may for example be aware of the controversy that surrounds the medical profession, where the big ph

drug A is better than drug B. You can see why the companies do it - a single doctor will make hundreds of of revenue for the company in question. But what about the patient? Are these new products really *better*

Thankfully dilemmas of this sort of scale don't really apply in dentistry, and the decisions we make don't r should ensure we are always transparent in everything we do. Are we recommending products because we latest product the company rep has sold us?

At EndoCare we are the largest users of a certain NiTi system. The company we purchase this system from product - we use it as we genuinely believe it to be the best product available. Because we believe this to product A and we therefore recommend it.' This doesn't mean that we don't recommend product B, but it believe to be good.

Cases like this are fairly black and white when it comes to ethics. We use the product, and recommend it unfortunately these things aren't always so clear-cut. This is especially true in cases where the products a

In these cases, to have the product recommended by a key opinion leader can make a massive difference recommending products because they genuinely believe them to be the best on the market, or because th we can all tell the difference between those recommendations that are genuine and those that are not, th ourselves in very difficult ethical ground.

As dental professionals it should be our duty to always ensure that we are always open and honest about a small. Though incentives don't always take the form of 'free lunches' they do often include other inducem free CPD, we should always remember that nothing in life is ever truly 'free'. We are offered these incent professionals, we are also consumers, and we should always approach these events with an open mind, unc altruistic reasons.

If we are to maintain our integrity as a profession, then we should be sure to be absolutely transparent in . Even if we are absolutely certain that we have not been influenced by a company's advances, we should n insignificant we believe them to be. This isn't just to preserve our reputation as professionals, but ultimat

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Dr Michael Sultan BDS MSc DFO FICD is a Specialist in Endodontics and the Clinical Director of EndoCare dental practitioner for 5 years before commencing specialist studies at Guy's hospital, London. He con Endodontist in various practices before setting up in Harley St, London in 2000. He was admitted onto extensively to postgraduate dental groups as well as lecturing on Endodontic courses at Eastman CPD, groups and has been chairman of the Alpha Omega dental fraternity. In 2008 he became clinical direct

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