



Return-to-Practice Messaging for Members: What's the Difference Between Emergency, Urgent, and Non-Urgent Dental Treatment?

Members can use the following text and accompanying images to communicate the differences between emergency, urgent and non-urgent dental treatment to their patients on their dental office's website and social media channels.

The image is available in different sizes to fit different social media platforms and a webpage. Use the images in conjunction with the text below.

TEXT:

Dental offices in Nova Scotia will be authorized starting June 5 to provide emergency and urgent dental treatment in their clinics. While dental offices have always followed strict infection control guidelines, they will be following additional protocols identified by the Provincial Dental Board of Nova Scotia and in collaboration with Public Health. What's the difference between emergency, urgent, and non-urgent dental treatment?

- **Dental emergency:** potentially life-threatening conditions which require immediate treatment.
- **Urgent dental care:** conditions that require immediate attention to relieve severe pain and/or risk of infection.
- **Non-urgent dental care:** includes regular check-ups and hygiene appointments and are not to be performed until June 19.

Dentists will be able to provide all dental procedures starting on June 19. For more information please visit [dental practice website] or contact us at XXX-XXX-XXXX

IMAGES:

Facebook: For an image sized for Facebook, [click here](#).

Instagram: For an image sized for Instagram, [click here](#).

Twitter: For an image sized for Twitter, [click here](#).

LinkedIn: For an image sized for LinkedIn, [click here](#).

Webpage: For an image sized for the typical width of a webpage, [click here](#).

Note: To save the image to your computer, left click on the image and choose “save image as.”

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Nova Scotia Dental Association
210 Waterfront Drive
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