



Dear AAE Member,

As you may already be aware, our Association has had our crosshairs on a small, fringe group of endodontic "critics" who seek to undermine the important and successful care we provide to patients worldwide.

This group of charlatans has recently created a video, available on Netflix, which makes false claims and spreads misinformation that is neither beneficial to patients in their comfort, safety, or long term-health, nor does it help the dental profession or our specialty. While these sorts of limited assaults are nothing new, we take them very seriously.

The AAE has consulted with our legal counsel and the ADA to discuss options to compel Netflix and other online hosts to remove this harmful content. After consultation, the AAE is filing formal complaints with the patient protection agencies, including state and medical boards. We are also working with the ADA on formal outreach not only to Netflix, but all online platforms hosting the film, and urging removal for the safety of the public. More information on these efforts will be shared with members.

Since this group surfaced over a year ago, they continue to maintain a very small online following, whereas the AAE has a significantly larger [social media](#) following and online influence. At the advisement of our public relations firm, we have avoided directly calling this group out, as such actions could inadvertently help grow their following and gain undeserved credibility. We also do not recommend viewing their film, so as not to increase their "clicks." At any rate, a response plan is ready if the movie gains media attention.

The best strategy for countering bad information is to proactively provide patients with access to comprehensive, proven facts about the safety and efficacy of endodontics and root canal treatment. The AAE has increased posts to social media and [publishes editorial content](#) as well as digital advertising to combat misinformation on the internet.

The AAE has also taken steps to arm our members with [tools and resources](#) they can use to effectively combat misinformation. We continue to provide our membership with up-to-date content through our frequent "Member Alerts" and resources like [Root Canal Safety Talking Points](#), [Myths About Root Canals](#), and our [Root Canal Safety video](#).

As dental professionals, we all know that the misinformation in the so-called "documentary" on Netflix is harmful to patients. The AAE is committed to fighting for our members, our specialty and our patients. We have a battle plan and are successfully implementing it. We will also continue to provide you updates and resources to help address this attack on our profession and care.

Sincerely,

Rick Taylor  
AAE President