Aspen Dental has faced documented controversies involving allegedly deceptive advertising, pressure to sell dental services, corporate control over dental practices, and patient data privacy. There have been settlements with state attorneys general and a class-action privacy settlement. These are documented legal matters, not just online customer complaints.

Here are the major cases I found, including developments from 2025 and 2026.

Major controversies involving Aspen Dental

1. California settlement — May 2026

Recent development

California's attorney general announced a settlement addressing allegations that Aspen Dental improperly interfered with the operation of dental practices and used false or misleading advertising.

The announced terms included $2 million in penalties and $300,000 in patient restitution, plus restrictions on corporate involvement in clinical operations and sales incentives. The announcement said the settlement remained subject to court approval at that time.



Office of the Attorney General+1

Official source: California Attorney General

2. Massachusetts deceptive advertising settlement — January 2023

Aspen Dental agreed to a $3.5 million settlement resolving state claims that its advertising misled consumers. Allegations included charging patients for services advertised as free, misleading statements about insurance coverage and denture prices, and sending patients to collections over bills for supposedly free services.

The settlement included up to $750,000 in refunds for eligible patients and restrictions on future advertising.



Massachusetts Government+1

Official source: Massachusetts Attorney General

3. New York corporate dentistry investigation — 2015

A settlement with the New York Attorney General followed an investigation into whether Aspen Dental's business practices improperly influenced dentists' clinical decisions.

The investigation raised concerns about pressure to increase revenue, sales-oriented treatment recommendations, staffing decisions and corporate control over dental practices. The settlement restricted the company's role in patient-care decisions at its New York locations.



Center for Public Integrity+1

Background: PBS FRONTLINE / Center for Public Integrity reporting

4. Patient website privacy lawsuit — 2025

Aspen Dental agreed to an approximately $18.7 million class-action settlement over allegations that tracking technology on its website transmitted users' information to Meta and Google without their knowledge or consent.

The case concerned website tracking and privacy, not a finding that every patient's dental records were disclosed. Preliminary approval was reported in June 2025; the settlement's final status should be checked against the court record.

DR

DSO + Dental News+1

Reporting: Becker's Dental Review

What do these cases suggest?

The recurring concerns are worth understanding if you're considering becoming a patient.

- Treatment recommendations: Whether financial incentives can influence which procedures patients are encouraged to purchase.
- Unexpected costs: Whether advertised free examinations, denture prices, insurance coverage or guarantees accurately reflect the actual terms.
- Corporate influence: Whether business managers are making decisions that should be left to licensed dental professionals.
- Privacy: Whether website tracking tools collect or transmit sensitive information without adequate consent.

These are distinct issues, and the settlements do not establish that every Aspen Dental office or dentist engages in improper conduct.

Where to check complaints or report a problem

If you are considering Aspen Dental in New Hampshire or Vermont, these resources can help you check a particular office or dentist.

- New Hampshire Board of Dental Examiners — licensing and professional complaints.
- Vermont Board of Dental Examiners — licensing and disciplinary information.
- Consumer Financial Protection Bureau — complaints involving dental financing, loans or payment arrangements.
- Better Business Bureau — consumer reviews and complaints, although these are not equivalent to verified legal findings.

My practical recommendation: Before agreeing to extensive dental work, ask for an itemized treatment plan, the cost of each procedure, your insurance coverage and financing terms. If a dentist recommends several expensive procedures, consider getting an independent second opinion before committing.

This issue is *not isolated* to just Aspen Dental.