



Aboriginal and Torres Strait Islander health practice	Occupational therapy
Chinese medicine	Optometry
Chiropractic	Osteopathy
Dental	Paramedicine
Medical	Pharmacy
Medical radiation practice	Physiotherapy
Nursing and Midwifery	Podiatry
	Psychology

Australian Health Practitioner Regulation Agency

Q13.

Guidelines for advertising regulated health services: public consultation

National Boards and the Australian Health Practitioner Regulation Agency (AHPRA) are seeking feedback about the revised *Guidelines for advertising regulated health services*.

Please ensure you have read the [public consultation papers](#) before providing feedback as the questions are specific to the revised guidelines.

Q23.

Privacy

Your response will be anonymous unless you choose to provide your name and/or the name of your organisation.

Privacy notice

This consultation is being conducted by AHPRA and is hosted on a third-party website, provided by Qualtrics. The information collected will be used by AHPRA to evaluate the revised guidelines. The information will be handled in accordance with the privacy policies of AHPRA accessible [here](#) and Qualtrics [here](#).

Q25.

Publication of responses

National Boards and AHPRA publish responses at their discretion. We generally publish responses on our websites to encourage discussion and inform the community and stakeholders.

We will not publish responses that contain offensive or defamatory comments or which are outside the scope of the consultation. Before publication, we may remove personally-identifying information, including contact details.

We can accept responses made in confidence. These responses will not be published. Responses may be confidential because they include personal experiences or other sensitive information. Any request for access to a confidential response will be determined in accordance with the Freedom of Information Act 1982 (Cth), which has provisions to protect personal information and information given in confidence.

You must let us know if you do **not** want us to publish your responses.

Published responses will include the name (if provided) of the individual and/or the organisation that made the response.

Q25.

Contact details

We may contact you about your response.

Please write your name and contact details.

(Skip if you wish to be anonymous)

Q24. Publication of responses

Please select the box below if you do **not** want your response to be published.

Please do **not** publish my response

Q15. About your response

Q23. Are you responding on behalf of an organisation?

- Yes
 No

Q24. Which of the following best describes your organisation?

This question was not displayed to the respondent.

Q22. Please write the name of your organisation

This question was not displayed to the respondent.

Q17.

Which of the following best describes you?

- I am a health practitioner
- I am a member of the community
- I am an employer (of health practitioners)
- I am a student
- Other

Q19.

Which of the following health profession/s are you registered in, in Australia?

You may select more than one answer

This question was not displayed to the respondent.

Q8. Before you answer questions about the guidelines

Please ensure you have read the [public consultation papers](#) before providing feedback as the questions are specific to the revised guidelines for advertising regulated health services.

The following questions will help us to gather feedback about the revised guidelines.

Q9.

How clear are the revised guidelines?

Areas still unclear and difficult to understand. For example, testimonials should be less restrictive because community members need to know about treatment processes and the experience of others as long as the practitioner makes it clear that treatment results may vary from person to person.

Q10.

How relevant is the content of the revised guidelines?

It is relevant but need to be more specific so that it enables the professional healthcare workers to comply with and follow the Advertising guidelines. Lots of examples and templates will help clarify.

Q12.

Please describe any content that needs to be changed or deleted in the revised guidelines.

Suggested changes: Page 4 Section 4.3.2 Are patient reviews permitted in advertising? Penultimate sentence in first paragraph incomplete. Additionally, a quick reference summary should be made available to meet the needs of time-poor practitioners.

Q27.

Should some of the content be moved out of the revised guidelines to be published in the advertising resources section of the AHPRA website instead?

Yes

No

Q29.

If yes, please describe what should be moved and your reasons why.

Q22.

How helpful is the structure of the revised guidelines?

Reasonable

Q32. Are the flow charts and diagrams helpful?

Yes

No

Q34.

Please explain your answer.

Not found in public consultation document

Q16.

Is there anything that needs to be added to the revised guidelines?

Quick reference summary guide. More examples/scenario published and video /seminar clips.

Q38. It is proposed that the guidelines will be reviewed every five years, or earlier if required.

Is this reasonable?

Yes

Q40.

Please explain your answer.

Technology is evolving at a very fast speed and need to revise guidelines every 3 years to meet the current trend e.g. social media and internet marketing.

Q24.

Please describe anything else the National Boards should consider in the review of the guidelines.

National Boards should consider the enforcement of advertising regulations on all healthcare businesses not just registered practitioners. Applying restrictive guidelines only on registered healthcare workers could create a high-risk environment in which the public seeks treatments from unregistered practitioners who are free to make health benefit claims while registered practitioners cannot promote its services to the full unless a substantial high quality and scientific evidence-base is validated. This could prove difficult in a short period of time and restrict the take-up of emerging treatment. Consequently it creates an unfair health management and trading environment that puts public health and safety at risk.

Q36.

Please add any other comments or suggestions for the revised guidelines.

Guidelines should be reviewed at least every three years or less to keep pace with the new technology trend.

Q27.

Thank you!

Thank you for participating in the consultation.

Your answers will be used by the National Boards and AHPRA to improve the *Guidelines for advertising regulated health services*.