

Communiqué

May 2017 meeting of the Physiotherapy Board of Australia

The 84th meeting of the Physiotherapy Board of Australia (the Board) was held on 26 May 2017 in the National Australian Health Practitioner Regulation Agency (AHPRA) office in Melbourne.

This communiqué outlines the issues and decisions from this meeting, and other points of interest.

We publish this communiqué on our website and email it to a broad range of stakeholders. Please forward it to your colleagues and employees who may be interested.

Update on the review of the Code of Conduct

The Board's Code of conduct (the Code) is also used by ten other National Boards (Aboriginal and Torres Strait Islander Health Practice, Chinese Medicine, Chiropractic, Dental, Medical Radiation Practice, Occupational Therapy, Optometry, Osteopathy, Pharmacy and Podiatry), with some minor profession-specific changes for some Boards.

The Code is a regulatory document that provides an overarching guide to support and inform good practice and to assist practitioners, National Boards, employers, health care users and other stakeholders to understand what good practice involves. It seeks to assist and support practitioners to deliver safe and effective health services within an ethical framework.

As the Code was last published in March 2014, the Board has started a scheduled review with other National Boards that use the Code, which will draw on best available research and data and involve additional stakeholder consultation and engagement.

The review is still at an early research phase. However, the Board is already considering how it can maximise opportunities for input when the consultation stage of the review starts. In addition to public consultation, the Board intends to use its website and other social media to inform the profession of how it can contribute to the review. The Board will highlight opportunities to be involved in upcoming communiqué and newsletters.

Meeting your legal and professional advertising obligations

Registered physiotherapists who advertise health services need to **check, correct** and **comply** with their professional and legal advertising obligations.

Under the National Law, a regulated health service or a business providing a regulated health service must not advertise in a way that:

- is false, misleading or deceptive
- uses gifts, discounts or inducements without explaining the terms and conditions of the offer
- uses a testimonial or a purported testimonial
- creates an unreasonable expectation of beneficial treatment, and/or
- directly or indirectly encourages the indiscriminate or unnecessary use of regulated health services.

There are also restrictions on advertising in a way that identifies a health practitioner as a specialist when they do not hold registration as a specialist or as an endorsed practitioner in a health profession.

The National Boards and the Australian Health Practitioner Regulation Agency (AHPRA) have published a strategy for the National Scheme aimed at keeping health service consumers safe from misleading advertising.

The [Advertising compliance and enforcement strategy](#) explains how National Boards and AHPRA will manage advertising complaints and compliance, including the regulatory powers available to deal with breaches of the National Law.

The strategy is designed to keep improving how regulated health services are advertised so healthcare consumers can be better informed.

When preparing advertising, registered physiotherapists should always put the consumer first and ensure that their advertising is not [false, misleading or deceptive](#) in any way.

This strategy builds on the previous education and enforcement work from National Boards and AHPRA.

More information is available on the [Advertising resources](#) section of the AHPRA website and more information will be published in coming months.

Further information

The Board publishes a range of information for physiotherapists on its [website](#) and practitioners are encouraged to refer to the site for news and updates on policies and guidelines affecting the physiotherapy profession.

For more information about registration, notifications or other matters relevant to the National Registration and Accreditation Scheme please refer to the information published on www.ahpra.gov.au. Alternatively, contact AHPRA by an [online enquiry form](#) or phone 1300 419 495.

Are your contact details up-to-date?

It is important your contact details are up-to-date to receive renewal reminders from AHPRA and information from the Board. You can check your details via the [Login icon](#) at the top right of the AHPRA website. Email accounts need to be set to receive communications from AHPRA and the Board to avoid misdirection to an account junk box.

Follow AHPRA on social media

Connect with AHPRA on [Facebook](#), [Twitter](#) or [LinkedIn](#) to receive information about important topics for your profession and participate in the discussion.



Further information

We publish a range of information about registration and our expectations of registered physiotherapists on our website at www.physiotherapyboard.gov.au or www.ahpra.gov.au.

For more information or help with questions about your registration, please send a web enquiry form or contact AHPRA on 1300 419 495.

Charles Flynn

Chair

30 May 2017