

30 May 2013

Australian Health Practitioner Regulation Agency
GPO Box 9958
Melbourne VIC 3001

By Email: guidelinesconsultation@ahpra.gov.au

Re: Revisions to the *Guidelines for advertising regulated health services*

Thank you for the opportunity to provide comments in relation to the revisions to the *Guidelines for advertising regulated health services* (the *Guidelines for advertising*).

Established in 1925, MDA National is one of Australia's leading providers of medical defence and medico-legal advocacy services. With over 25,000 Members, it works in close partnership with the medical profession on a wide range of issues which impact on medical practice. In addition to its advocacy and advisory services, MDA National's insurance subsidiary (MDA National Insurance) offers insurance policies to MDA National's Members which provide cover for the cost of investigations of professional misconduct and for claims for compensation by third parties.

The revised *Guidelines for advertising* provide greater clarity for medical practitioners with respect to the requirements of the National Law. In particular, the use of additional examples in the revised *Guidelines for advertising* is useful. MDA National submits that the inclusion of further examples of advertising that contravenes the National Law would enhance the document e.g. samples of testimonials, social media advertising.

MDA National is concerned that there may not be a good appreciation and understanding among health practitioners of the legal restrictions on advertising in the National Law. We believe this is an area where greater education of health practitioners should be undertaken.

Thank you for the opportunity to provide a submission in relation to the revised *Guidelines for advertising*.

Should you have any questions in relation to this submission, please do not hesitate to contact me.

Yours sincerely



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