



## What's the Problem?

Optometrists practicing in Australia are required to make sure their advertising, marketing and communications to patients and referrers complies with:

- AHPRA guidelines
- Health Practitioner National Law
- ACCC advertising guidelines and law
- The Therapeutic Goods Administration Law and Guidelines for products

AHPRA has recently upgraded its advice and guidelines for health practitioners, and has increased its resources so that more frequent auditing of practitioner communications and marketing will take place.

AHPRA says "Make sure you check and correct your advertising so you comply with your legal obligations. The legal requirements for advertising regulated health services are important to support members of the community to make informed choices about their healthcare."

## Get Checked

AHPRA asks you to "check and correct your advertising"

Ideology Consulting will complete a detailed review of your marketing and patient communications, and will provide you with:

- A report for all the communications and marketing the you provide
- Advice about potential issues of non-compliance with Law and guidelines
- Alternative wording and communication for instances of possible non-compliance
- Recommendations about the need for legal and further advice
- A resource document with web links to important information and guidelines

Single Practice	Two Practices	Three Practices
<b>\$990</b>	<b>\$1600</b>	<b>\$1,900</b>
Plus GST	Plus GST	Plus GST

To get the report started, please contact Ideology Consulting on the details below, or complete the attached form and send by fax or email to Ideology Consulting.

## Ideology Consulting

Ph: 0409 233 901 E: [mark@ideologyconsulting.com.au](mailto:mark@ideologyconsulting.com.au) W: [ideologyconsulting.com.au](http://ideologyconsulting.com.au)

**Important Note:** This service cannot and does not guarantee compliance as many aspects of the guidelines and Law are interpreted at the discretion of AHPRA and other regulatory authorities. Requirements and interpretations may change without notice. Practitioners are still accountable under AHPRA guidelines and Law for their advertising and communications. Ideology Consulting does not provide legal advice.