



## **Australasian College of Aesthetic Medicine**

### **Advertising Policy**

**December 2021**

Communication, marketing and media have changed dramatically over the last ten years. As a result, many clinics are involved with many traditional and social media platforms (Facebook, Tik Tok, YouTube and Twitter, to name a few services).

Social Media compliments and augments traditional advertising avenues such as newspapers, brochures, pamphlets, websites, meta-data promotion and television or radio advertising. The medical practitioner needs to understand the regulations associated with medical advertising and adhere to both the Therapeutic Goods Association guidelines and conserved terminology and the Medical Board of Australia Advertising Guidelines. The medical practitioner is responsible for all advertising material conducted in their clinic or their name. As such, it is your responsibility to ensure that the advertising material distributed is to the expected standard and has met the various regulations and guidelines.

#### **Medical Advertising Guidelines**

In short, all medical advertising must follow these guidelines and the terminology.

- Brand names of pharmaceuticals should not be used for a general public audience;
- All before and after photographs require patient consent and must be untouched (i.e. an accurate representation);
- Time-limited discounts are considered coercive.

ACAM advises all doctors to review their advertising whilst reviewing the standards, ensuring that their advertising meets the criteria and cannot be thought of as:

- Coercive;
- Containing testimonials or endorsements;
- Untruthful (with regards to results, information or patient outcomes) and
- Any financial or personally beneficial relationship is transparent.

#### **Resources**

- The Promotion of False or Misleading Health-Related Information or Practices.<sup>1</sup>
- Therapeutic Goods Association<sup>2</sup>
- Medical Board of Australia Advertising Guidelines<sup>3</sup>

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<sup>1</sup> Asst Professor Bruce Arnold 2014. <https://www.parliament.nsw.gov.au/ladocs/submissions/51972/Submission%20No%2023%20-%20Assistant%20Professor%20Bruce%20Arnold,%20University%20of%20Canberra.pdf>

<sup>2</sup> <https://www.tga.gov.au/educational-materials>

<sup>3</sup> <https://www.medicalboard.gov.au/Codes-Guidelines-Policies/Advertising-a-regulated-health-service/Guidelines-for-advertising-regulated-health-services.aspx>