

#AHPRAaction  
c/o PO Box 3132 Victoria Gardens  
Richmond VIC 3121

AHPRA  
GPO Box 9958  
Melbourne  
VIC 3001

Dear AHPRA,

RE: "Guidelines for advertising regulated health services"

According to Section 6.2.3 of the AHPRA Advertising Guidelines over 600,000 registered health practitioners now need to ask any individual who writes online about their clinical care, or any website that hosts the online comments, to remove the comments.

Your Guidelines state: "*A practitioner must take reasonable steps to have any testimonials associated with their health service or business removed when they become aware of them, even if they appear on a website that is not directly associated and/or under the direct control or administration of that health practitioner and/or their business or service. This includes unsolicited testimonials.*"

These Guidelines place an unreasonably onerous burden on all health practitioners. They require that health practitioners take steps to censor patients and consumers who provide unsolicited positive feedback or commentary in a public forum. They demonstrate a lack of understanding of the use of social media in Australia in 2014. They restrict consumers' rights to express their positive experiences of healthcare.

We call upon AHPRA to remove Section 6.2.3 from these Guidelines immediately.

Sincerely,

*Individuals*

Ms Clarissa Adriel, TAS  
Mr Saadi Allan, NSW  
Mr Kieran Allen, VIC  
Dr Charles Alpren, VIC  
Dr Stuart Anderson, VIC  
Ms Amy Arthur, VIC  
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Dr Janice Bell, WA  
Dr Michael Berger, NSW

Ms Laurie Bickhoff, NSW  
Ms Pat Bradley, NT  
Mr Cameron Brown, QLD  
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Dr Paula Burns, QLD  
Mr Edmund Butler, QLD  
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Dr Melanie Clothier, SA  
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Mr David Corbet, VIC  
Ms Priscilla Crocker, VIC  
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*Organisations*

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NSW  
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Patient Opinion  
GP2U Telehealth  
Medical Observer  
Dr Linda Wilson, Dr Andrew Arnold  
and the Team at Cranbourne Family  
Chiropractic & Wellness Centre



*Media Partner*

