



## Communiqué

The March meeting of the Chiropractic Board of Australia (the National Board) was held on 21 March 2014 at the AHPRA NSW in Sydney. This communiqué highlights key issues from the meeting.

At each meeting, the National Board considers a wide range of issues, many of which are routine and are not included in this communiqué.

The National Board publishes this communiqué on its website and emails it to a broad range of stakeholders. Please forward it on to colleagues and employees who may be interested in the work of the National Board.

### Codes and guidelines

The National Board has released a suite of documents that came into effect from 17 March 2014.

The documents contain important information and are the:

- revised *Guidelines for advertising regulated health services*
- revised *Guidelines for mandatory notifications*
- revised *Code of conduct for chiropractors*, and
- new *Social media policy*.

Further information about the new guidelines, *Social media policy* and revised *Code of conduct for chiropractors* is available on the National Board's website.

### Advertising guidelines: update

Revised *Advertising guidelines* came into effect on 17 March for all the regulated health professions. These are published under [Codes and guidelines](#) on the National Board website.

The guidelines were developed by the National Boards and explain the requirements of the Health Practitioner Regulation National Law, as in force in each state and territory ([National Law](#)) in relation to advertising and the use of testimonials in advertising. The National Law does not allow testimonials to be used when advertising a regulated health service (section 133).

On 26 March the Medical Board of Australia announced it would revise the guidelines to make them clearer about the use of testimonials. Read the [news item](#) on the Medical Board of Australia website.

The Chiropractic Board of Australia, along with the other 13 National Boards, is now considering whether to revise and clarify the wording on testimonials as part of implementing the new *Advertising guidelines*.

We will keep practitioners informed and in the meantime, AHPRA is managing complaints about advertising in line with the information in the [advertising FAQ](#) (see *FAQ and additional information* in the news item) on the National Board website.

This means practitioners are not responsible for removing (or trying to have removed) unsolicited testimonials published on a website or in social media over which they don't have control.

### Follow @AHPRA on Twitter

If you were in the Twittersphere in late March 2014, you may have noticed that AHPRA has joined the conversation. Less than two weeks into AHPRA's social media journey, the CEO Martin Fletcher ran a live chat #AHPRAqanda.

The chat included nearly 60 participants, and AHPRA tweeted 99 times in the hour. If you missed it, see the chat archive from [the Twitter chat with AHPRA CEO page](#) on the AHPRA website.

AHPRA decided to hold the chat to respond to the online conversations about the National Board advertising guidelines, which gained momentum on Twitter with a number of practitioners and members of the community.

AHPRA will regularly host twitter chats about important topics, and will use this forum to try and get more feedback to National Board consultations.

### Information sessions on revised obligations

The National Board has been holding information sessions about the revised obligations for chiropractors across the country. Chiropractors are being advised by email on a state-by-state basis about sessions for their state.

To date sessions have been held in Melbourne, Adelaide and Sydney. The National Board is looking into how it can provide similar activity for practitioners in rural and remote locations.

Feedback to date is overwhelmingly positive, and the National Board would like to thank all those who have attended and participated so far.

### Consultations

Along with other National Boards, the Chiropractic Board of Australia is moving towards public consultation on the revised registration standards for:

- professional indemnity insurance
- recency of practice, and
- continuing professional development.

The National Board is also consulting on two supporting guidelines for the registration standard on continuing professional development.

This consultation process will be coordinated across all National Boards undertaking a review of the same registration standards.

More information about these consultations will be published on the website as soon as practicable.

### Standards compliance audit

AHPRA and the National Board have developed a nationally consistent approach to auditing health practitioners' compliance with mandatory registration standards.

All health practitioners registered under the National Law are required to comply with a range of registration standards. These registration standards are developed after wide-ranging consultation and are approved by the Australian Health Workforce Ministerial Council.

Audits of random samples from all professions, including chiropractors, will run periodically throughout the year. Chiropractors who are selected for audit will receive an information pack on requirements. Additional information is available under [Audit](#) on the National Board website.

If you have questions or queries about this process, please email the audit team at: [audit@ahpra.gov.au](mailto:audit@ahpra.gov.au) or phone the customer service team Monday to Friday, 9am to 5pm AEST on 1300 419 495.

### New South Wales Chiropractic Council

The NSW Chiropractic Council is the co-regulatory body that manages notifications relating to NSW practitioners under the National Law.

The National Board met with the NSW Chiropractic Council to discuss matters relating to advertising, notifications and the regulatory activities of both bodies, as well as ways of improving information sharing between the two bodies. Various trends in notifications and strategies to help reduce notification levels were also discussed.

The National Board and the NSW Chiropractic Council are committed to holding practitioners to account against the professional and ethical standards set by the National Board.

### **Conclusion**

The National Board publishes a range of information about registration and the National Board's expectations of practitioners on its website at [www.chiropracticboard.gov.au](http://www.chiropracticboard.gov.au) or [www.ahpra.gov.au](http://www.ahpra.gov.au).

For more detail or with questions about your registration please send an [online enquiry form](#) or contact AHPRA on 1300 419 495.

### **Dr Phillip Donato**

Chiropractor

Chair, Chiropractic Board of Australia

*9 April 2014*