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## HELPFUL INFORMATION

### ...regarding the latest RACGP ACCREDITATION STANDARDS 4<sup>th</sup> Edition

How do these standards impact on your practice newsletter? [See [www.racgp.org.au/standards](http://www.racgp.org.au/standards).]

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According to the latest accreditation standards, the following information **IS COMPULSORY** on your Health News to comply with Standard 1.2 (Practice Information)

- Practice address and telephone number(s).
- Consulting hours.
- Arrangements for out-of-hours care, including contact telephone number.
- Practice billing principles.
- Practice communication policy, including receiving and returning phone calls and electronic communication.
- Practice management of patient health information (principles and how to obtain the practice's Privacy Statement or a copy of medical records)
- Process for the follow up of results (who will contact whom and by when).
- Provide feedback or make a complaint to the practice, including how to contact the relevant health complaints conciliation body.

The following **ARE RECOMMENDED BY US** as information worth including on Health News to enhance your practice (if space permits). They are not a requirement of accreditation.

- Names of clinicians working in your practice and perhaps their special interests.
- Names of staff providing clinical care to patients (with their consent) [e.g. Practice nurse, first name only.]
- How and when to book a longer consultation.
- Arrangements for home and other visits.
- Health promotion and prevention services (reminder systems).

You are free to place any information, if space permits. Please bear in mind that type size should cater for those with poor eyesight (RACGP recommendation).

Examples of relevant newsletter statement are on our website – see [www.healthnews.net.au/join.php](http://www.healthnews.net.au/join.php)

## You can place advertising in Health News

Some of our practices allow nearby physios, pharmacies, etc to promote helpful services to patients (e.g. wheelchair hire, back care classes). This is perfectly acceptable and may cover the costs of your newsletter! Remember to include a disclaimer that advertised services are not necessarily endorsed by the practice, if it is the case.

All advertising should comply with the MBA Code of Conduct (see [www.amc.org.au](http://www.amc.org.au)), which agrees with ACCC requirements, that is:

- Information in ads should be accurate and verifiable.
- Make only justifiable claims about the quality or outcomes of your services.
- Do not guarantee cures, exploit patient fears, or raise unrealistic expectations
- Do not offer inducements or use testimonials
- Avoid unfair or inaccurate comparisons with other service providers.