
Australia's premier full colour personalised practice newsletter

HELPFUL INFORMATION

...regarding the latest RACGP ACCREDITATION STANDARDS 5th Edition

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

According to the latest accreditation standards, the following information **IS COMPULSORY** on your Health News to comply with Standard C1.1 (Practice Information)

- our practice's address and telephone numbers
- our consulting hours and details of arrangements for care outside normal opening hours
- our practice's billing principles
- a list of our practitioners
- our practice's communication policy, including when and how we receive and return telephone calls and electronic communications (including reminder systems)
- our practice's policy for managing patient health information (or its principles and how full details can be obtained from the practice)
- how to provide feedback or make a complaint to the practice
- details on the range of services we provide.

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 promotions

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

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), 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.