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## Australia's premier full colour personalised practice newsletter

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### Now You Can Advertise Services in Health News!

Accreditation rules have changed (RACGP Accreditation Standards 4th Edition)

#### The new rules

Advertising is to comply with the common sense MBA Code of Conduct (see [www.amc.org.au](http://www.amc.org.au)), which agrees with ACCC requirements, that is:

- Information is accurate and verifiable.
- Any claims about quality or outcomes of services are justifiable.
- Don't guarantee cures, exploit patient fears, or raise unrealistic expectations.
- Don't offer inducements or use testimonials.
- No unfair or inaccurate comparisons with other service providers.

#### Advertising services is best

**Why?** Simply allow promotion of services that augment your work, that patients will appreciate. Nearby service providers can easily comply with guidelines.

**Who?** A nearby physio, pharmacy, podiatrist, psychologist, speech therapist, child health clinic, etc. may welcome the opportunity to promote helpful services to patients. This is perfectly acceptable for accreditation purposes and may cover the costs of your newsletter!

**How?** Ask anyone seeking a stronger working relationship with your practice. Promoting at the point-of-care (i.e. your practice) is a great way for ancillary services to target health consumers with news of their services.

#### Q & A

**What sort of things can be mentioned?** Services not products; things that augment your practice's services and are not in competition. This might include physio, speech therapist, service from a Medicare Local (check with them), pharmacy (equipment hire, home medication reviews, child care service, compression garment service, etc), nutritionist, podiatrist, psychologist and so on.

**How much do we charge?** It's up to you but the cost would equate closely to the benefits from a 200 newsletter subscription (an estimated five people read each newsletter, and there is flow-on word-of-mouth).

**How do we avoid any hint of endorsement by this practice?** The accreditation people thought of this too! They prefer a short disclaimer (like ours, "*Note: Advertisement, not an endorsement by this practice*").

**How do we avoid looking like we favour someone?** Easy. Just rotate promotion through different pharmacies or whatever. You could ask each to promote in three-edition blocks, to save any hassle for them or you.

**How much effort?** Just show this sheet to the service provider or tell them crucial information (the number of patients you book each month, how often you want to use Health News, how patients get to see it in your practice, the fact that all articles come from reputable sources, and anything else you consider important.)

**Will the promotion take up much room?** Not really. Without product endorsement (which is not allowed) you really have text only. A logo can be accommodated if need be.

**Can you use Health News more often as a result of this?** More than likely.

**Can the advertiser use colour and who does the artwork?** All overprint information is in black (so no colour). We are happy to layup simple text to a specified size, otherwise, supply finished artwork as grayscale jpeg at resolution 300 dpi and to size. The width is best kept to 8.5cm, and height is whatever you decide can be accommodated within your practice information.

See overleaf for examples...



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You will see that for a promotional placement of about 8.5 x 3.5 cm the word limit is around **36 words**.

We are happy to do any simple layout. Just discuss with us please.

### **Back Care Program**

**Life Physiotherapy** teaches you how to look after your back during this **six-week program**. Ideal for those recovering from injury or with a chronic back problem.

**Phone 9355 3388 to arrange a prompt assessment.**

*Note: Advertisement, not an endorsement by this practice*

### **Pheasant Grove Pharmacy**

#### **Equipment Hire**

- Crutches
- Wheelchairs
- Nebulisers

#### **Prescription Services**

- Home Medication Reviews
- Express Delivery
- Medication Blister Packs

*Note: Advertisement, not an endorsement by this practice.*

### **Podiatrist: Ms Lightfoot**

Treatment for medical and surgical problems involving the foot, particularly helpful with:

- Gait Problems requiring Orthotics
- Diabetes
- Arthritis
- Nail Disorders
- Circulatory Disease

*Note: Advertisement, not an endorsement by this practice.*