



# The Australasian College of Cosmetic Surgery

*Raising Standards, Protecting Patients*

## CODE OF PRACTICE

The Australasian College of Cosmetic Surgery promotes and endorses truthful, ethical and informative advertising.

In addition to any State, Territory or Federal legislative requirements, the College requires all its Members to adhere to strict guidelines:

1. Advertising must not contain false or misleading or deceptive statements about the doctor or clinic or the services offered.. It should provide balanced information on the procedures or products advertised and should not suggest these are risk free. Critical omissions can be misleading as well as statements. Advertising should also not create misleading impressions.
2. Superlatives should be used with caution in descriptions of persons or procedures, and should not suggest that a practitioner is superior to other qualified practitioners either through training or performance of a skill unless that can be readily proven.
3. Comparative advertising should be used with caution. It can be valuable in conveying information to consumers but must be correct.
4. Photographs may be used to display the results of treatment and or complications. Before and after photographs should be presented with similar pose, presentation, lighting and exposure. Any uncomplicated results shown should be typical and be likely to be reproduced in a similar patient. Photographs must not be altered in any way other than to protect a patients' identity. Before and after photographs must be of the advertising doctor or clinic's own patients and contain accurate and informative captions.
5. Testimonials should only be used in advertisements if they relate to the advertiser's own patients and must be correct and not create a misleading impression.
6. Medical or surgical procedures should not be offered as inducements or prizes in competitions or contests or as a way of getting businesses.

7. Marketing agents, brokers or other similar forms of soliciting business should be used with great caution. Members are likely to be liable for representations made on their behalf by such persons.
8. The College logo or Certification logo may only be used by doctors who are currently accredited Fellows of the College. Additionally, the Certification logo can only be used if the doctor is currently compliant with the College CME programme as evidenced by the CME certificate.
9. If any doctor who holds an FACCS or FFMACCS wishes to perform any invasive surgical procedures for which he or she is not accredited by the College then that doctor shall not be entitled to use their College post nominals, nor mention the College in any way which might be seen or heard by a patient considering undertaking such procedures  
  
An FACCS is accredited by the College to perform cosmetic surgery on the basis of having the requisite surgical background to have been awarded FACCS in the first instance. Liposuction and Laser procedures require additional accreditation in College approved examinations. An FACCS must be able to demonstrate appropriate skills and competence if called upon by the College or any other health or insurance organisation or the public to do so.  
  
However, in order to be recommended by the College to an enquiring public for a particular procedure, an FACCS must be on the register for that procedure.  
  
An FFMACCS is not accredited by the College to perform invasive surgical procedures, but with the appropriate and approved College background may be included on the following registers: Laser register, Lipoplasty register, Cosmetic Medicine register, Dermatological Surgery register.
10. No procedure should take place unless the Member has interviewed the patient beforehand and has fully explained to the patient the procedures and any associated risks.
11. No member will offer finance arrangements as part of the services provided, except a credit card facility and credit facilities provided by the member themselves.

### **Complaints.**

12. Complaints regarding this Code will be referred to the College Council for deliberation and action. The President of the College will appoint a Committee to assess the complaint.

The Committee will report back to the President within a time specified by the President being no more than 3 months. The President can extend the time if that is appropriate.

The Member complained of must be given a reasonable opportunity to respond to the complaint, including meeting with the Committee.

The outcome of any complaint should be communicated to the complainant by the College.

A contravention of the Code may lead to censure and loss of the right to use the College logos for a specified period. Repeated episodes of contravention may lead to removal from College Registers and /or expulsion from the College.

In appropriate circumstance the Member can be ordered to pay the costs resulting from a complaint against them.

### **Appeals**

13. Appeals against decisions of the Council on breaches of this Code can be made in writing to the President who will refer the appeal to the External Appeal Tribunal.

That Tribunal will consist of an independent person with legal qualifications and others as considered appropriate. The Tribunal can, at its discretion, seek advice on technical issues from members of the College. Member who have not in any way been involved in the matter in question.

14. The determination of the Tribunal will be final.
15. The outcome of any complaints will be publicised on the ACCS website. It will be at the discretion of the President whether the name of the Member be made public. However all expulsions from the College must be made public.

### **Review.**

- 16 This Code will be reviewed every year by the Council and in doing so will consult with relevant regulatory bodies.