

MEDIA RELEASE



ATMS SIGNALS POSITION ON TGA ADVERTISING CHANGES

Wednesday 10 July 2013

The Australian Traditional Medicine Society (ATMS) represented its members at a workshop hosted by the Complementary Healthcare Council of Australia to discuss the controversial proposed changes to the rules surrounding Therapeutic Goods Administration (TGA) Advertising.

ATMS CEO, Trevor Le Breton, commented that ATMS continues to represent its members with regard to the controversial proposed changes to the rules surrounding therapeutic goods advertising.

"Many of the eight proposed areas of change impact primarily on the 'sponsors' who manufacture, advertise and distribute complementary medicines and not directly on practitioners.

"Of the eight proposals put forward by the TGA for consultation, ATMS believes that three of them require direct input. This input will form part of ATMS's final submission to the TGA due on 19 July 2013."

PROPOSAL 5 – ADVERTISING OF HIGHER RISK MEDICAL DEVICES

ATMS' position is to adopt Option 1 which is to maintain the status quo and maintain the current system which allows advertising of higher risk medical devices to the public.

PROPOSAL 6 – ADVERTISING DIRECTED TO HEALTH PROFESSIONALS

ATMS' position is to adopt Option 1 which is to maintain the status quo and maintain the current system which would allow advertisers to continue to publish/broadcast advertising directed exclusively to the groups of health professionals listed in section 42AA of the Act including those that are not regulated under the Health Practitioner Regulation National Law.

PROPOSAL 7 – ADVERTISING OF PHARMACIST ONLY MEDICINES

ATMS' position is to adopt Option 2 which is to transfer from the scheduling framework the responsibility for approving advertising of Pharmacist Only (Schedule 3) medicines to the general public. This will ensure that all advertising requirements are located in the one place.

ATMS will continue to influence the TGA and other stakeholders that members of ATMS are able to exercise specialist judgement when either treating patients with advertised therapeutic goods, or advising them about the use of advertised therapeutic goods.

"ATMS will always strongly advocate for the rights of all practitioners and rest assured, we are doing all we can to protect our members and the profession from poor policy," said Trevor Le Breton.

-ENDS-

