

# ATMS GUIDELINE

## Use of Titles and Qualifications

### Introduction

The Australian public is entitled to accurate and honest information about health professionals and healthcare services. Any person or business that uses a title, including modality, qualifications, and protected titles, when advertising a health service has an obligation to comply with the ATMS Code of Conduct and the various state and national laws.

Using qualifications, titles, and association memberships can be useful in providing the public with information about the education and experience of a health professional and help them make informed decisions about accessing services.

Members are expected to act safely and professionally (refer ATMS Code of Conduct). This means acting in good faith and working within the education and training, scope of their practice, and expertise. It also means that they can't be misleading about the scope of their education and expertise. This includes the misleading use of qualifications and titles.

This guidance contains information on the use of modality titles, use of qualifications and abbreviations, use of ATMS titles, and the use of the title Dr or Doctor.

### Use of modality titles

Members of ATMS can use titles of the ATMS accredited modalities of which they hold a qualification in. ATMS Accredited Modalities are shown in Table 1. The use of a title must not be misleading and must not be above or beyond that of the accredited modalities in which a member is qualified.

Acupuncture*	Chiropractic*	Osteopathy*
Aromatherapy	Homeopathy	Reflexology
Ayurvedic Medicine	Hypnotherapy	Remedial Massage
Bowen Therapy	Kinesiology	Shiatsu
Herbal Medicine	Myotherapy	Traditional Chinese Massage
Chinese Herbal Medicine*	Naturopathy	Traditional Thai Massage
Counselling	Nutrition	Western Herbal Medicine
*Registered health profession with Australian Health Practitioner Regulation Agency (AHPRA)		

Table 1. ATMS Accredited Modalities

## Abbreviations of Qualifications

Appellations and postnominals show the breadth of education and professional status of an ATMS member. Some examples of qualifications and their corresponding abbreviations are shown in Table 2. If using a non-standard or not easily recognised qualification, including postnominal letters, it must be spelled out. The awarding university, college, registered training organisation (RTO), or institution will generally provide the nomenclature of the qualification awarded. The use of a qualification and qualification abbreviation must not be misleading and must not be above or beyond that of the qualification in which a member is qualified.

Example Qualification	Example Abbreviation
Diploma of Aromatherapy	DArom, DipArom
Diploma of Botanic Medicine	DBM, DipBM
Diploma of Homeopathy / Homoeopathy	DHom, DipHom
Diploma of Naturopathy	DNat, DipNat
Diploma of Nutrition	DNut, DipNut
Diploma of Specialised Bowen Therapy	DSpecBowTher, DipSpecBowTher
Diploma of Western Herbal Medicine	DWHM, DipWHM
Advanced Diploma of Clinical Naturopathy	ADipClinNat, AdvDipClinNat
Advanced Diploma of Clinical Nutrition	ADipClinNut, AdvDipClinNut
Advanced Diploma of Clinical Western Herbal Medicine	ADipClinWHM, AdvDipClinWHM
Advanced Diploma of Homoeopathic Practice	ADipHomPrac, AdvDipHomPrac
Advanced Diploma of Naturopathic Practice	ADipNatPrac, AdvDipNatPrac
Advanced Diploma of Naturopathy	ADipNat, AdvDipNat
Advanced Diploma of Nutritional Practice	ADipNutPrac, AdvDipNutPrac
Advanced Diploma of Western Herbal Practice	ADipWHM, AdvDipWHM
Bachelor of Applied Science (Chinese Medicine)	BAppSc(ChinMed)
Bachelor of Applied Science (Chiropractic)	BAppSc(Chiro)
Bachelor of Applied Science (Osteopathy)	BAppSc(Osteo)
Bachelor of Counselling	BCouns
Bachelor of Health Science	BHSc, BHLthSc

Bachelor of Health Science (Chinese Medicine)	BHSc(ChinMed)
Bachelor of Health Science (Clinical Nutrition)	BHSc(ClinNut), BHIthSc(ClinNut)
Bachelor of Health Science (Homeopathy)	BHSc(Hom), BHIthSc(Hom)
Bachelor of Health Science (Myotherapy)	BHSc(Myo), BHIthSc(Myo)
Bachelor of Health Science (Naturopathy)	BHSc(ClinNat), BHIthSc(ClinNat)
Bachelor of Health Science (Nutrition)	BHSc(Nut), BHIthSc(Nut)
Bachelor of Health Science (Western Herbal Medicine)	BHSc(WHM), BHIthSc(WHM)
Bachelor of Health Science Honours	BHSc(Hons)
Bachelor of Medical Science	BMedSc
Bachelor of Naturopathy	BNat
Bachelor of Nutrition	BNut
Bachelor of Traditional Chinese Medicine	BTM
Graduate Certificate	GradCert
Graduate Diploma	GradDip
Post Graduate Diploma	PGradDip
Master of Applied Science (Chinese Herbal Medicine)	MAppSc(ChinHerbMed)
Master of Arts	MA
Master of Business Administration	MBA
Master of Health Science	MHSc, MHIthSc
Master of Nutrition Medicine	MNutrMed
Master of Osteopathy	MOsteo
Master of Public Health	MPH
Doctor of Education	EdD
Doctor of Philosophy	PhD

### Use of ATMS titles

As a member of a professional association, an ATMS member can add this as a postnominal, examples being: MATMS, Member ATMS, FATMS, Fellow ATMS, Life Member ATMS.

**Use of the title Dr or Doctor**

ATMS Members who are not medical practitioners must ensure that any use in advertising of the title 'Dr' or 'Doctor' is not misleading and does not imply being a medical practitioner. ATMS acknowledges that its members pursue further education through postgraduate qualifications, which include doctoral degrees, and may use these titles in academia and research. A member must ensure that their use of the title 'Dr' or 'Doctor' is accompanied by information confirming that they are not medical practitioners, for example, including 'PhD' as a postnominal.

Additionally, members should not use the titles 'surgeon' or 'physician' unless they are a registrant of the Medical Board of Australia. Use of these titles ('Dr', 'Doctor', 'surgeon', or 'physician') by non-medical health practitioners carries significant risk that members of the public will believe they are consulting a medical practitioner when they are not.