



Charter for:
Healthcare
Communications
Council

Best Practice Principles for Healthcare

BACKGROUND:

The AFA Healthcare Communications Council (HCC) aims to encourage the highest professional standards among all member agencies while helping clients to better understand and appreciate the value of agency services.

This Charter, in addition to the AFA's Code of Ethics which binds all AFA member agencies, aims to set the highest standards in the development of healthcare communications.

THE PRINCIPLES:

AFA healthcare communication agencies will:

- In accordance with the AFA Code of Ethics, observe the highest standards of professional practice and work in the best interests of their clients at all times; be accountable to the client in relation to all recommendations and costs.
- Promote the benefits of working with AFA healthcare agencies that abide by these principles.
- Undertake to always provide balanced, factual information in relation to healthcare brands.
- Observe the principles contained in the Step by Step Pitching Guide for Healthcare Marketers for new business.
- Declare any potential conflict of interests.
- Ensure that staff receive appropriate training so that they fully understand the healthcare industry and the laws and codes that apply to healthcare advertising (confidentiality, TGA Codes etc.)
- Undertake to work collaboratively with other members of the client's marketing team (PR, Medical Education) in order to deliver an integrated service that meets the client's brief.
- Inform a client of any shareholding or financial interest held by the agency or any of its principals in any business whose services it recommends on behalf of a client.
- AFA HCC member agencies are encouraged to enrol in the AFA Accreditation program as a further commitment to raising the professional standards of the industry.

Communications Agencies

VISION: VISION:

The vision of the HCC is to ensure all members are professional organisations that are highly valued within the healthcare advertising and communications industry.

MISSION: MISSION:

To provide leadership in demonstrating best practice in the industry by encouraging effective healthcare advertising and communication through professional training, development and ethical behaviour.

To proactively represent the industry's interest to advertisers, government, review boards and the media.

To gain recognition as providers of highly valued, compliant and technically sound healthcare advertising communications.

MEMBERSHIP BENEFITS: MEMBERSHIP BENEFITS:

Being recognised as part of the industry body aspiring to 'best practice' guidelines and accreditation for healthcare communications/advertising.

The ability to influence key decisions by governments, advertisers and review boards on issues affecting the industry. The AFA HCC is your voice.

Training and education for your staff is a key issue as the healthcare industry is faced with constant change and regulation. The AFA Accreditation program provides key seminars to ensure your staff fully understand their obligations and responsibilities in this specialised area of marketing communications.

Helping to train your clients. The AFA HCC provides education and materials for product managers on how to brief, select and work more effectively with their agency.

The promotion of AFA HCC members as the ethical, highly valued, technically sound providers of communication services to the healthcare industry.

AFA Healthcare Communications Council Member Agencies:

Agency	Telephone
AFA	02 8297 3800
Curtis Jones & Brown	02 9810 5044
DDB Remedy	02 8260 2888
Euro RSCG Life	02 9963 7711
Grey Healthcare	02 9936 2800
H&T	02 9431 6200
McCann Healthcare	02 9994 4425
Medicus Group	02 9925 3700
Ogilvy Healthworld	02 9955 9500
Renard	02 9311 8400
Saatchi Healthcare	02 8264 1386
St Lukes Advertising	03 9855 2600
Sudler & Hennessey	02 9931 6111
URSA Communications	02 8404 3700

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