

**Extract from Australian Government Department of Health –
Hearing Services Program
‘Advertising of hearing devices and promotion of services’**

4. Hearing Practitioners

Are there any limits on hearing practitioners accepting gifts, trips, sponsored educational events, reimbursement etc. tied directly or indirectly to recommending certain brands of hearing aids?

There has been increasing public scrutiny of the relationships between healthcare practitioners and industry in general. While some members of the community have called for Government regulation of such relationships, the preference is for industry and practitioners to work towards strengthened self-regulation. It is generally accepted that in order to preserve the community's trust in the integrity of health practitioners, any interests that may influence the decision of all healthcare practitioners should be clear and transparent. It is therefore the responsibility of the industry and hearing practitioners to decide how any conflicts of interest should be managed when entering into a financial arrangement that could be perceived to influence the decisions hearing practitioners make on behalf of their clients. It is general practice in the health sector that any arrangement with the medical industry that results in benefit financial or non-financial should be declared before any recommendations or decisions are made with respect to devices or technology on behalf of clients. Ultimately, this is an ethical matter for the Professional Practitioner Bodies and the industry.