

Guidance: Can I use testimonials?

July 2020

The Code of Conduct for audiologists and audiometrists includes the requirements that:

- “8.2 Members must advertise their services in a way that allows the public to make informed choices about their healthcare based on acceptable evidence. This includes, but is not limited to:*
- a. Not making claims to clients, either directly or indirectly via advertising or promotional materials (including lifestyle charts/buyers guides and questionnaires), about the efficacy of hearing services they provide if those claims cannot be substantiated.*
 - b. Not making any false, misleading or deceptive claims in advertising materials, including lifestyle charts, service agreements and questionnaires.*
 - c. Not using testimonials or purported testimonials in advertising materials and public domains developed or controlled by the member (e.g. their business website, their service signage) about the clinical aspects of the hearing service, including regarding the efficacy of aids and devices.*
 - d. Not editing or selectively choosing reviews providing feedback on non-clinical aspects of care, or creating fictional reviews on non-clinical aspects of care.”*

The decision tools presented in this guidance document have been developed by the Ethics Review Committees (ERCs) to guide you in deciding whether or not it is appropriate to use a testimonial in marketing material, including on your website.

It is acknowledged that these tools have been developed, with modification, based on the [Australian Health Practitioner Regulation Agency \(AHPRA\) 2019 Testimonial tool](#).

The Ethics Officer can provide guidance and support to you and/or your employer to understand the requirements for advertising and the use of testimonials under the Code of Conduct for audiologists and audiometrists.

What is a testimonial?

A testimonial is a statement, review, view or feedback about a service received or provided.

Decision tool: Can I use this testimonial?



It is acknowledged this tool is developed, with modification, based on the Australian Health Practitioner Regulation Agency (AHPRA), 2019 Testimonial tool.

Is the testimonial on a website, printed material, signage or other public domain controlled by you?

If you have purchased the material/domain, then it is considered in your control.

Material developed by another organisation (e.g. a hearing device manufacturer) or by part of the organisation where you work but have no opportunity to provide input into is out of your control. However, you should consider whether you think it is appropriate and accurate before sharing it with clients and promote evidence-based patient-/family-centred care.

Can I encourage a client to provide a testimonial on another domain?

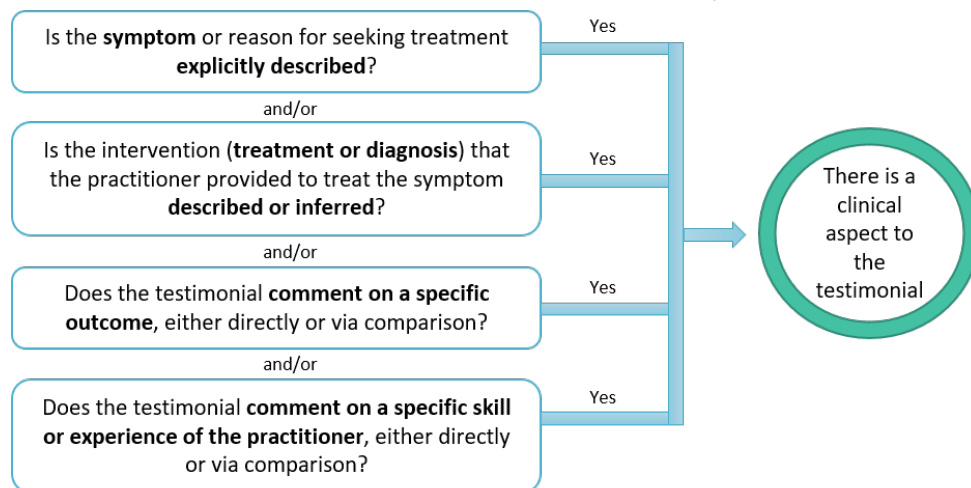
It's not okay to solicit or otherwise encourage your clients to provide testimonials about a clinical aspect of care on another public domain (e.g. a review website).

Is the testimonial about a clinical aspect of care?

It's okay to use a testimonial about a non-clinical aspect of your service, e.g. your building's accessibility or how professional your front-of-house staff are.

You can get further guidance on this topic using the Decision tool: Is this testimonial about a clinical aspect of care? below.

Decision tool: Is this testimonial about a clinical aspect of care?



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