



WEBSITE COMPLIANCE CHECKLIST

1300 918 842

SPLICEMARKETING.COM.AU



WEBSITE ESSENTIALS INCLUSION CHECKLIST

RECOMMENDED FOR GPS & HEALTH PROFESSIONALS

In the RACGP's Standards 5th Edition for general practice is an entire section on the requirement for practices to provide patients with adequate access to up-to-date information. Although this information is permitted in any format, it makes the most sense to include it on your website due to the ease of making minor updates. Tick the statements that are true for your practice's current website to see if your website contains the minimum essential inclusions.

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains the practice's address/es and telephone number/s.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains our consultation hours.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains the after hours arrangements including a contact phone number.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains our practice billing policies.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains our practice's communication/privacy policy including receiving and returning telephone calls and electronic communication.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains our practice's privacy policy for managing patient health information.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information for patients on the process for obtaining follow up results.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information on how patients can provide feedback or make a complaint to the practice.
<input type="checkbox"/>	<input type="checkbox"/>	Details on the range of services provided.
<input type="checkbox"/>	<input type="checkbox"/>	Contact details of local state or territory complaints body. Source: www.racgp.org.au/running-a-practice/practice-standards/standards-5th-edition



WEBSITE RECOMMENDED INCLUSION CHECKLIST

RECOMMENDED FOR IMPROVING PATIENT EXPERIENCE

Tick the statements that are true for your practice's current website to see if your website contains the recommended inclusions.

YES	NO	
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information regarding the availability of longer consultations.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information on home or 'other' visits.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains the names of clinicians working in the practice.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains the special interests of our practitioners.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information about our patient's rights to participate in decisions about their health care.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains information about arrangements that can be made for patients who require communication services.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains fee information.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains health information and prevention services, for example reminder systems.
<input type="checkbox"/>	<input type="checkbox"/>	Our website explains how our practice engages with other services.
<input type="checkbox"/>	<input type="checkbox"/>	Our website contains procedures for transfers or referrals. Source: www.racgp.org.au/running-a-practice/practice-standards/standards-5th-edition



WEBSITE COMPLIANCE QUESTIONNAIRE

AHPRA QUESTIONNAIRE

Tick the statements that are true for your current website. If you have answered yes to any of these, you may be in breach of the AHPRA Guidelines.

YES NO

Does your website include treatment claims that are not, or may not be, supported by acceptable evidence?

Does your website list health conditions you or your practice can 'help with' or 'treat'?

Does your website include the word 'cure', 'safe' and/or 'effective'?

Does your website use phrases like 'as low as' or 'lowest prices', or similar words or phrases when advertising fees for services, prices for products and/or price information?

Does your website use the words 'specialist' or 'specialises in' or other words, letters or titles that may indicate that you hold specialist registration or are more qualified than another holder of the same registration type?

Does your website include references to offers and/or discounts without stating the terms and conditions?

Does your website contain reviews or testimonials?

Does your website encourage a consumer to attend your health service when there is no health need?

Does your website use phrases or wording that suggests urgency to attend or include promotional techniques to encourage consumers to use health services regardless of clinical need?

Sourced from: www.ahpra.gov.au/Publications/Advertising-resources/Check-and-correct/Self-assessment-tool.aspx



WHERE TO FROM HERE?

IS YOUR WEBSITE COMPLIANT, SECURE AND USER FRIENDLY?
HAS THIS AUDIT IDENTIFIED AREAS FOR IMPROVEMENT?
CAN YOU DO THESE INTERNALLY OR WOULD YOU LIKE SOME HELP?

If you would like our assistance, please email your completed website audit checklist to welcome@splicemarketing.com.au. This will help us determine how we can best support you. Alternatively, if it's easier for you, feel free to give us a call on 1300 918 842.

FREE RESOURCES

Download Splice Marketing's free [Facebook Compliance Checklist](#).

I would like to know more about [Search Engine Optimisation Services](#).

I would like to learn how to write for the web [see our article](#).

PAID SERVICES

I would like a [detailed digital audit](#) of all my online channels – to ensure I am compliant across all channels.

I would like a detailed website audit.

I require a privacy policy. [Purchase it here](#).

I require a new website design and build.

I require copywriting for the areas of my website which are missing essential or recommended patient information.



Splice Marketing - a healthcare marketing agency dedicated to supporting Australian healthcare professionals and healthcare businesses to grow and succeed through strategic and results-orientated marketing services.

Our name, Splice Marketing, shares our passion. We intertwine traditional and digital marketing activities for cohesive brand management. We apply strategic, analytical and creative thinking to produce innovative ideas that deliver results.

Based in Brisbane but operating nationally, we provide the full suite of marketing services from strategic marketing and marketing plans, digital marketing, campaigns, video production and promotion, advertising, content marketing and graphic design. We also offer industry leading inbound marketing software to help our clients attract, convert and nurture leads for business growth.

While we are a new agency, we bring extensive marketing knowledge and testimonials acquired through years of industry experience.

We are reliable, professional and will go out of our way to support healthcare professionals and organisations with their digital marketing needs.

THE PERKS OF PARTNERING WITH SPLICE MARKETING



**OUT-OF-THE-BOX
HEALTHCARE
MARKETING
EXPERTISE**



**MARKETING THAT
COMPLIES WITH
INDUSTRY
REGULATIONS**



**CHANNEL
AGNOSTIC
APPROACH FOR
GREATER RESULTS**



**DEDICATED TO
RESULTS AND
RETURN ON
INVESTMENT**

CONTACT SPLICE MARKETING

1300 918 842

www.splicemarketing.com.au

We look forward to supporting
you.