

ACAM Subscriber Communication Policy

**POLICY NUMBER/
REFERENCE:** 1-250723

POLICY TITLE: ACAM Subscriber Communication Policy

POLICY STATEMENT:

ACAM CPD Home membership is available to non-exempt medical practitioners in Australia at www.acam.org.au. It is not limited to members and fellows of ACAM but is open to those whose academic and clinical practice are aligned with the Australasian College of Aesthetic Medicine.

Objective

To outline the processes and purposes in our communications with how ACAM CPD Home will communicate with its subscribers, members and fellows.

DEFINITIONS:

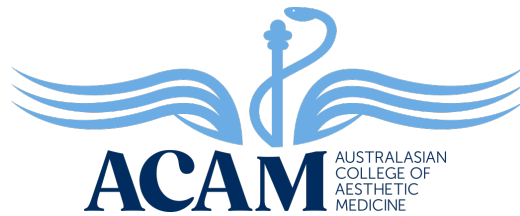
Purpose

To ensure CPD Home subscribers are informed about how and why ACAM intend to communicate with them.

Scope

This policy applies to interactions between ACAM CPD Home and its prospective or existing subscribers, members and fellows about matters relating to ACAM CPD Home operations and services, including communications about:

- the services provided by the ACAM CPD Home;
- any matters relating to the CPD Home Program, or any of its policies, or fees, including changes, clarifications, or notifications;
- learning that is new or available in the ACAM CPD Home 'Course Merchant Catalogue';
- relevant information pertaining to the MBA *Registration Standard: Continuing Professional Development*;
- their progress towards meeting their CPD requirements;
- activities that would contribute to a subscriber meeting their CPD requirements; and
- recourses available to subscribers if their capacity to meet their CPD requirements is being impacted by financial hardship or exceptional circumstances, or they have a complaint, or want to have a decision reconsidered, reviewed or appealed.



PROCEDURES:

General Principles

ACAM is committed to timely, efficient, and effective communications between the college and prospective or existing subscribers, members and fellows.

- ACAM aims to make readily available the information individuals may need when planning their educational needs, identifying CPD activities, and recording CPD activities completed.
- ACAM are committed to supporting subscribers, members and fellows to be proactive in their communications with us and in meeting your CPD requirements.
- ACAM are here to support you in meeting your CPD requirements and encourage you to reach out to us should you need assistance with anything related to your CPD.
- ACAM understands that practitioners are time challenged and will work with you to accommodate your availability should we need to speak directly to you.
- ACAM aims to always be respectful, fair, and just in our communications with you, and wherever possible will endeavour to explain the rationale for decisions taken.

Frequently Asked Questions (FAQs)

ACAM understands there will be times when you have questions, to address queries as quickly as possible we have put together a list of FAQs.

This list will be modified on an ongoing basis to reflect and address the queries ACAM receives. ACAM encourages subscribers, members and fellows to review the FAQs as a first point of contact as the answer to your query may already be available.

Enquires

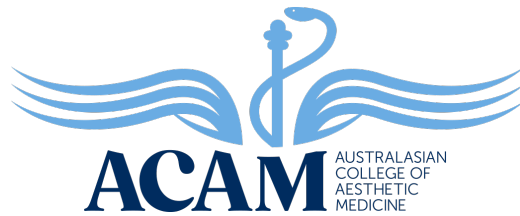
After viewing the FAQs, prospective or existing subscriber enquiries should be emailed to us at MEsupport@acam.org.au. This will allow us to:

- a. direct your query to the most appropriate staff member to respond;
- b. keep a record of enquiries to inform the development of our FAQs, and quality improvement process; and
- c. ensure we have a way to acknowledge and respond to your enquiry.

Alternatively, we can be contacted via phone on +61 (0)2 9167 9398. If we cannot immediately take or direct your call, we will get back to you as soon as possible. Leaving us a clear message regarding the nature of your call and the best number to call you back on will facilitate that.

Email

- Wherever possible and appropriate ACAM will communicate with you via your nominated email address, it is important that you ensure the email address listed with ACAM is active. This provides you with a written record of our communication and the information exchanged.
- For prospective subscribers, members and fellows we will you use the email address you contacted us from to respond to you.



- For existing subscribers, members and fellows, we will use the email address you have provided us in your ‘My Contact Details’. It is therefore important that you advise us of any changes to your email address or alternatively update your profile if you have changed any of your details.
- We may contact you directly by email following up from a phone communication or when offering or providing support and guidance to assist you with meeting your CPD requirements.

Automated emails

Automated emails will be used to respond to enquiries sent to confirm receipt of the enquiry.

Electronic Direct Mail (eDM)

Electronic Direct Mail (eDM) will be used to send emails to all or a targeted cohort of ACAM CPD Home subscribers, members and fellows. These emails may be used to:

- send you our electronic newsletter
- seek your feedback on a CPD related issues
- remind you of the services and support we provide
- advise you of changes to or clarifications related to CPD Home policies, services, or fees
- advise you of relevant information pertaining to the *MBA Registration Standard: Continuing Professional Development*; and
- send notifications, information and guidance relevant to subscribers identified by our audit or reporting process as either at risk of not meeting their CPD requirements or at risk of being made a non-subscriber.

Newsletter

ACAM CPD Home will email subscribers our monthly newsletter to keep you updated on our services, available learning, and on matters impacting medical practitioners CPD.

At the start of Quarter 2, 3 and 4, the ACAM CPD Home and ACAM newsletter will include a de-identified aggregated breakdown of subscribers on track or at risk. This will include compliance against the criteria outlined in our Audit Policy, to help inform and encourage subscribers to act to keep their CPD on in line with the MBA expectations.

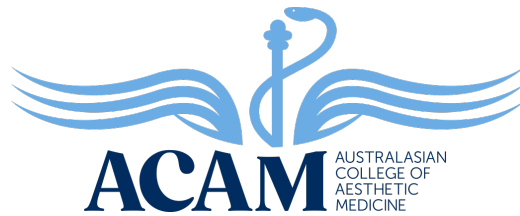
The newsletter is key element in our communications with you, but should you not wish to receive the newsletter you can unsubscribe.

Phone call

Where we receive a call from you, we ask that you articulate the reason for your call, so that we can in a timely manner direct the call to the appropriate person to respond.

Should we need to call you back we will check with you, your location, the preferred number and time (within business hours) for the call back.

Where appropriate, we will follow up a phone call with an email as a record of our communication and the information exchanged.



We may contact you directly by phone when offering or providing support and guidance to assist you with meeting your CPD requirements.

Online Forms

CPD Home may provide online forms for existing subscribers for specific purposes, such as making a complaint, providing feedback or applying for a reconsideration, review or audit. When you submit an online form requiring your email address, we will email you a receipt confirmation.

ePolls or eSurveys

From time to time we may invite you (*by eDM and/or via our newsletter*) to participate in an ePoll or eSurvey seeking your input to, or feedback on, CPD Home matters. These may include:

- ACAM's services;
- ACAM's performance;
- policy changes;
- process implementation; and
- potential improvements.

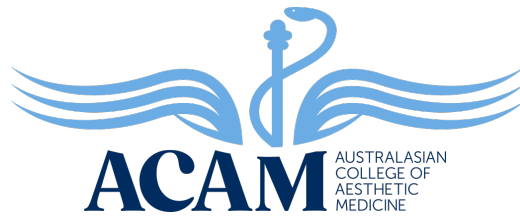
Notification of Changes

Subscribers will be advised at least six months in advance of any changes to the CPD Home Program of Learning for the subsequent CPD Year, including any changes related to:

- minimum or maximum number of hours allowed on a CPD activity;
- required domains of learning;
- new or decommissioned learning activities that will be/have been required;
- tracking or reporting processes; and
- yearly subscription fees, discount arrangements, or learning module costs.

ACAM's aim in providing this advanced notice is to ensure our subscribers experience no 'unfair disadvantage' because of the change. Impending changes to the requirements of the ACAM CPD Home Program will be notified to subscribers via:

- an eDM six months in advance of coming into effect;
- the ACAM CPD Home Newsletter six three months in advance of coming into effect, with a reminder in each subsequent edition until the date of effect;
- an alert on the ACAM CPD Home website for viewing six months in advance of coming into effect and until the date of effect;
- an alert at the top of 'My ACAM CPD Summary' following log in; and
- Other changes, such as the availability of new learning content, will be notified as soon as practicable and may be highlighted in the ACAM CPD Home Newsletter or, if relevant to the subscriber's scope of practice or Learning Profile, may appear in the subscriber's, member's, or fellow's 'My Dashboard'.



AMENDMENTS/REVIEW:

‘Review or Amended by the Management Committee (23 July 2023)’

‘Endorsed by Management Committee (31 July 2023)’

RELATED DOCUMENTS

The following documents are related to this policy.

1. CPD Home Audit Policy
2. CPD Home Financial Hardship
3. CPD Home Reconsideration, Review or Audit Policy
4. CPD Home Complaint Policy
5. CPD Home User Terms
6. Glossary of Terminology

REFERENCES:

<https://www.medicalboard.gov.au/Professional-Performance-Framework/CPD.aspx>

File: C:\ACAM Policy and Procedural Manual/Policy Manual Complete/Updated Policies/ACAM Subscriber Member and Fellows Communication Policy 1-250723

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