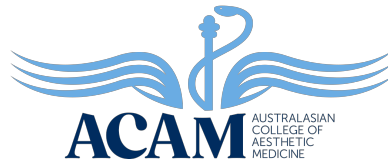


CODE OF CONDUCT

The Australasian College of Aesthetic Medicine (ACAM) has developed this Code of Conduct. It should be read in conjunction with ACAM's Constitution (Model Rules) and all other ACAM policies and applicable laws, regulations and guidelines applying to ACAM's members.

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1. Core precept

This Code guides expectations and a *minimum* standard of conduct required from all ACAM members and CPD Home users to interact with each other and with ACAM staff.

ACAM members are expected to be skilled in aesthetic medicine, clinical judgment, decision making, and collaboration with colleagues and others engaged in delivering cosmetics healthcare.

ACAM members should demonstrate compassion, placing patients' interests first and respecting patients' dignity, individuality, and autonomy. All members must be aware of their obligations under the Code and comply with its provisions.

2. General principles

2.1 ACAM members and users are expected to:

- 2.1.1 Act in ACAM's best interests.
- 2.1.2 Act with a high degree of professionalism, integrity, and mutual respect, be responsive to other members, staff, and other stakeholders, and adhere to overall ACAM requirements.
- 2.1.3 Comply with ACAM's Constitution, model rules, policies, and guidelines.
- 2.1.4 Interact with other members and staff constructively.

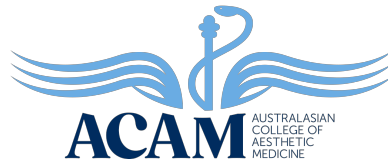
2.2 ACAM members and users are expected to adhere to the applicable obligation of external regulations such as:

- 2.2.1 Medical Board of Australia's *Good medical practice: a code of conduct for doctors in Australia*
- 2.2.2 The Australian Medical Association's *Code of Ethics*
- 2.2.3 The Nursing and Midwifery Board of Australia, code of conduct for nurses
- 2.2.4 As otherwise required by applicable laws under the member's jurisdiction, which must be read and dealt with independently of this Code.

3. Confidentiality

3.1 Protecting patient's information

- 3.1.1 Patients have a right to expect that doctors and their staff will confidentially hold information about them.
- 3.1.2 Unless release of information is required by law or overriding public interest considerations, members should:
 - i) Treat all patients' information as confidential.
 - ii) Appropriately share information about patients strictly for their health care and consistent with privacy law and professional guidelines regarding confidentiality.
 - iii) Must use the consent processes, including forms if required, to release and exchange information.



iv) Ensure the use of social media is consistent with ethical and legal obligations to protect patient confidentiality and is in line with the ACAM social media policy.

3.2 Protecting ACAM's information

3.2.1 In performing their role or interacting with ACAM, members may receive or access the ACAM's confidential information. Unless proven otherwise, all ACAM information is deemed personal information.

3.2.2 Confidential information is proprietary and valuable, and unauthorised disclosure may cause ACAM damage.

3.2.3 Members in receipt of ACAM's information must keep it confidential and only use or disclose it as necessary for the purpose it was obtained for or as otherwise authorised in writing.

4. Consent

4.1 Informed consent

4.1.1 ACAM members must provide the patient with enough information to make an informed decision about whether to have a procedure.

4.1.2 The practitioner should also provide written information in plain language.

4.1.3 The information provided in seeking informed consent must include:

- i) What the procedure involves
- ii) Whether the procedure is new or experimental
- iii) The range of possible outcomes of the procedure
- iv) The risks and possible complications associated with the procedure
- v) The possibility of the need for revision procedures
- vi) Recovery times and specific requirements during the recovery period
- vii) The medical practitioner's qualifications and experience
- viii) Total cost including details of deposits required and payment dates, refund of deposits, payments for follow-up care and possible further costs for revision surgery or additional treatment
- ix) The complaints process and how to access it
- x) Informed consent must be obtained by the medical practitioner who will perform the procedure.

4.2 Minors

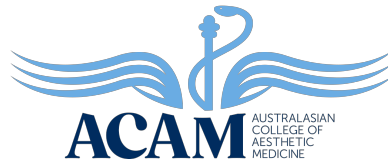
4.2.1 ACAM encourages its members to avoid cosmetic procedures or cosmetic treatment for minors

4.2.2 Members should consider young people's capacity for decision-making and consent

4.2.3 Members should practice good communication skills with a child or young person

4.2.4 Members need to recognise the role of parents or guardians and, when appropriate when consenting to treatments

4.2.5 Members are expected to be familiar with the relevant legislation of the jurisdiction concerning restrictions on cosmetic consent



5. Professionalism

5.1 Professional boundaries

- 5.1.1 ACAM promotes its members as providing quality professional care for their patients
- 5.1.2 Members are encouraged to practice and maintain professional boundaries
- 5.1.3 Members should never use their professional position to establish or pursue a sexual, exploitative, or other inappropriate relationship with patients under their care
- 5.1.4 Members must not put patients in a position to exploit any vulnerability

5.2 Insurance and medical indemnity

- 5.2.1 ACAM members have a professional obligation to ensure that their practice is appropriately covered by professional indemnity insurance
- 5.2.2 All aesthetic income must be declared to the insurance bodies, including that income earned while supervising nurse injectors
- 5.2.3 Members must meet the requirements set out in the registration standard of their jurisdiction

5.3 The use of titles and qualifications related to ACAM

- 5.3.1 ACAM members must not make false claims about their qualifications, experience or expertise that could mislead patients
- 5.3.2 ACAM members must not use ACAMs postnominals and membership titles in an inappropriate and misleading manner

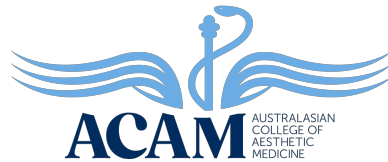
6. Maintaining professional performance

6.1 Continuing professional development

- 6.1.1 All members should continue to develop knowledge, skills, and professional behaviour expertise
- 6.1.2 All members should plan and regularly review continuing professional development activities to make sure they are relevant to the current scope of practice and meet the requirements of the Board/s in the practitioner's jurisdiction/s
- 6.1.3 All members and Fellows are expected to complete the appropriate CPD program and are encouraged to use the ACAM "dashboard" to store all their CPD points. Specifically, members and Fellows will need to demonstrate continuing education in the areas of aesthetic medicine
- 6.1.4 ACAM members expect to conduct specific educational activities in the Maintaining Membership and Fellowship ACAM Policy.

6.2 Training and education

- 6.2.1 Procedures should only be provided if the ACAM member practitioner has the appropriate training, expertise, and experience to perform the procedure
- 6.2.2 ACAM member practitioners must be able to deal with all routine aspects of care and any likely complications.



7. Financial and commercial

7.1 Advertising and social media

Members are expected to adhere to the ACAM advertising and social media policy.

7.2 Financial and commercial dealings

- 7.2.1 Members are expected to adhere to all applicable legislation guidelines regarding receiving money in exchange for their services
- 7.2.2 Members are expected not to exploit patients' vulnerability or lack of medical knowledge when providing or recommending treatment or services and setting fees
- 7.2.3 Members should avoid financial involvement, such as loans and investment schemes, with patients
- 7.2.4 Members should be transparent in financial and commercial matters involved in the patient's procedure

8. Breaches of the code of conduct

A failure to comply with this Policy may be met with disciplinary proceedings under the ACAM Constitution Model Rules and the ACAM Behaviour and Disciplinary Policy.

9. References

Advertising policy. Australasia College of Aesthetic Medicine. Retrieved from https://www.acam.org.au/pdf/Advertising_Policy_December_2021.pdf

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