

Our policies



Eagle Clinical Online Policy

More and more, a growing number of patients and consumers are using the online digital world, as a basis to investigate and find information on healthcare needs. As a result, and understandably, many practitioners are leveraging on-line marketing tools to reach their patients to both actively market and/or sell practitioner-only products.

A core value of Integria Healthcare is to see the world through our practitioners' eyes. We respect that our practitioners will want to market themselves, their practice and their services, however for Integria Healthcare to support this, it must be consistent with our policy to guarantee only professional sale and distribution of our practitioner-only ranges.

Eagle Clinical products are sold exclusively to healthcare practitioners, for use with their patients. Our products should only be supplied to an individual after an appropriate consultation with a healthcare professional.

Linked to this is the treatment of how Eagle Clinical is potentially marketed and sold on the internet via practitioners. It is important that we clarify our on-line policy related to the Eagle Clinical brand. It entails the following:

- All Eagle Clinical products are not to be represented on any on-line platforms (including websites and social media) to the general public, other than those owned or specifically authorised by Integria Healthcare.
- Clinical Healthcare Practitioners* may use an on-line platform to service their own patients who have had a previous consultation as long as this is in a password protected area. Access to this area is to be issued on an individual basis, following an initial consultation by the practitioner. Passwords should be granted by the practitioner, based on the premise that there is control over the patient's on-going dispensing needs and number of repeats for each script issued.

* Clinical Healthcare Practitioners must have a physical clinical practice room from which they conduct face to face consultations.

- All information relating to Eagle Clinical products must be behind a password-protected area. Any information about an Eagle Clinical product may only list a product name (e.g. Eagle DHA & Choline), a unit size (e.g. 90 capsules) and a clinic sell price. No product images, description of products or indications of use are to be displayed.
- Any information in any way related to pricing of Eagle Clinical products must be limited to the password protected section only.
- Any use of the Eagle Clinical trademark and logo is not permissible unless authorised in writing by Integria Healthcare.
- You may not use Eagle Clinical product names, trademarks or copyrights in any paid search engine marketing campaigns (Pay per Click).
- If your website appears in a search using any Eagle Clinical trademarks or copyrights you are deemed to be in violation of Eagle Clinical's online policy. Use of the Eagle Clinical logo without written authorisation will be deemed a breach of copyright.

Integria Healthcare:

- Reserves the right to authorise or reject any business or practitioner wishing to utilise an on-line platform for the sale of Eagle Clinical products.
- Has the discretion to determine whether products can be sold via any business that is seen to be predominantly on-line based.
- Will monitor on-line platforms and respond to practitioner feedback regarding violation of this policy.
- Reserves the right, for any breach, to cease supply of Eagle Clinical products until further investigation has been conducted for an indefinite period.

Eagle Clinical is Strictly Practitioner Only.

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Eagle Clinical Product Terms

Eagle[®] Clinical is a practitioner-only range of nutritional supplements. All Eagle Clinical products are designated practitioner-only and must be prescribed and/or dispensed by a Qualified Healthcare Professional in Australia and New Zealand. To hold a valid account for the supply of Eagle Clinical range of practitioner only products, you or your registered practice must comply with the following:

Qualification

- You or your practice must have 1 or more Qualified Healthcare Practitioners equivalent to a full-time position. The account may be opened under a business or trading name; however, the account must have a Qualified Healthcare Practitioner with their required government accredited association details attached to this account at all times.
- Qualified Healthcare Practitioner means a practitioner consistent with Section 42AA of the Therapeutic Goods Regulations 1990 or a member of one of the recognised associations as per Schedule 1 of the Regulations, including herbalist, homeopath, naturopath, nutritionist or qualified in a modality covered by the Australian Health Practitioners Regulation Agency. Qualified Healthcare Practitioners must hold a Bachelor's Degree or relevant Diploma Degree pre-2023 from a Registered Training Organisation.
- For all student or new graduate applications from July 2023, the minimum accepted standard is a relevant Bachelor degree from a Registered Training Organisation.
- Practitioner must hold a current TGA Exemption Number if they are a herbalist, homeopath, naturopath or nutritionist.
- Students in their final year/s (including those in their third and fourth year of study), studying to be a Qualified Healthcare Practitioner, on presenting evidence of their education status from a Registered Training Organisation, may purchase products for educational and/or personal use.
- Failure to comply with these Terms may result in immediate suspension of the account.

Display of Products Prohibited to the Public

- Products in a retail-based environment with an attached clinic room such as pharmacies or health food stores, must be inaccessible to the public, and may only be visible when they are clearly part of a designated clinic environment, separate from any retail or over-the-counter goods.
- Products may be displayed within the clinic environment but should be inaccessible to the patient. Due to limited availability of storage space, refrigerated products may be stored in an accessible retail fridge, but must be out of view to the public.
- A patient consultation can only be conducted in an enclosed area where privacy must be assured. It is at the discretion of Integria to determine the adequacy of this area. The initial consultation should be face to face, via online video conferencing facilities or telehealth. An over the counter or shop floor consultation does not qualify as a consultation. At the end of a patient consultation, a script or written usage instructions is made available to the patient for each product prescribed and / or dispensed.
- Products can only be dispensed after a consultation from a qualified Practitioner and the sighting of a valid script to show that a consultation has been correctly conducted by a qualified healthcare practitioner. No one must dispense a script that has expired, is not dated and / or neglects to offer any instructions on how to use the products. If there is any doubt to the validity of the script, then no products should be dispensed. Only the number of repeats indicated on a valid script is to be filled. If the patient requests additional repeats when not specified on a script, then they should be referred to their Prescribing Practitioner for advice and no products dispensed.