

# Our policies



## Eagle Online Policy

Dear Valued Practitioner,

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

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

- All Eagle products are not to be sold on any online platforms (including websites and social media) to the general public, other than those owned or specifically authorised by Integria Healthcare.
- Healthcare Practitioners may use an online platform to service their own patients, as long as this is in a password protected area. Access to this area is to be issued on an individual basis. 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.

- While Eagle product image and name can be visible on a website, all other information about an Eagle product must be behind a password-protected area and may only list a product image, product name (eg. Eagle Beta A-C Powder), a unit size (eg. 200g) and a clinic sell price. No descriptions of products or indications of use are to be displayed.
- Any information in any way related to pricing of Eagle products must be limited to the password-protected section only.
- Any use of the Eagle trademark and logo is not permissible unless authorised in writing by Integria Healthcare.
- You may not use Eagle product names, trademarks or copyrights in any paid search engine marketing campaigns (Pay per Click).

### Integria Healthcare:

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

**Professional Natural Medicine.**

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### Eagle Product Terms

Eagle<sup>®</sup> is a practitioner-only range of nutritional supplements. All Eagle<sup>®</sup> products are designated practitioner-only and must be recommended and/or dispensed by a Qualified Healthcare Professional in Australia and New Zealand. To hold a valid account for the supply of Eagle<sup>®</sup> brand practitioner only products, you or your registered practice, Pharmacy or Health Food Store 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 retail-based environments (non-clinic) such as pharmacies or health food stores can be visible but must be inaccessible to the public.
- Products may be displayed within the clinic environment but should be inaccessible to the patient.

#### Consultation & Dispensing

- Products can only be dispensed after an appropriate consultation in a clinic, or in an over the counter or shop floor environment, from a qualified Healthcare Professional.