



# Media Charter

June 2021

## Business Purpose

To provide relevant and timely information to assist patients to manage their health and health providers to deliver better care or improve their practices.

Recognising that all participants in Healthcare have aligned interests when it comes to providing relevant timely information and HealthEngine is uniquely placed in reaching very specific health target audience groups the principles we prioritise are;

- only provide relevant information to an appropriate audience
- uphold highest moral and ethical standards

## Privacy

Partners must share HealthEngine core values of protecting the privacy and wellbeing of patients and consumers. HealthEngine Privacy policy can be viewed [here](#).

## Advertising

All on network advertising and marketing must be health related and assist patients to manage their health and health providers to deliver better care or improve their practices.

## Advertisers

For clarity around advertisers that we partner with specific to the outlined Health Industries;

### Medical Practice & Services

- All practices and services which are, or capable of being AHPRA regulated.

### State & Federal Government – Health specific

- All creative messaging needs to be Health related.

### Government – Non Profit – Health specific

- All creative messaging needs to be Health related.

### Health Insurances

- Private Health Insurance

### Pharmaceutical (consumer and practitioner)

- All OTC consumer healthcare products and prescription medications accepted.
- Medication management and compliance accepted.

### Pharmacy

- All OTC consumer product advertising accepted and marketing retail offers. Health Service advertising accepted but is restricted from Booking Sponsorship product inventory ie; flu vaccinations on a GP Booking Confirmation and/or Reminder email.
- Medication and compliance accepted.

### Health Lifestyle

- All creative messaging must be health focused and / or be an offer for the HealthEngine audience.

#### Health Fringe (Finance, Food, Produce, Dairy, Toiletries and Cosmetics)

- All creative messaging must be health focused and / or be an offer for the HealthEngine audience.
  - Finance - must be health focused or health industry specific offer. Doctor or health profession specific deal, assisting consumers access healthcare or during illness.
  - Food, Produce, Dairy - advertising must be healthy living focused, no fast food, sugary drinks or products that promote or align with unhealthy living will be accepted
  - Toiletries & Cosmetics - all products that align with health or the HealthEngine audience demographics (ie, female, family skewed) All products that are found in a retail pharmacy are accepted.

#### Health Services & Disability Providers

- All creative messaging must be health related and / or specific to providing better health outcomes or care experience for the consumer.

#### Medical Devices

- All creative messaging must be health related and / or specific to providing better health outcomes or care experience for the consumer.

#### Clinical Trials

- All creative messaging must be health related and / or specific to providing better health outcomes or care experience for the consumer.

Alcohol, Gambling, Tobacco and Pornography advertising strictly not accepted. Anything that is not Health related.

Permission to be obtained from HealthEngine to display creative from health related categories currently not listed in charter.

Practice or Practitioner competing advertising will not be displayed on the following key site assets;

- Practice Profile Pages
- Booking Sponsorship Pages (Booking Reminder, Booking Confirmation or Patient Survey emails)
  - eg; Pharmacy advertising competing health services on GP Booking communications (flu vaccinations)

## Creative

HealthEngine Media reserves the right to amend a campaign commencement date should creative / assets not be provided in the correct format or breach HealthEngine advertising guidelines.

All clients to receive a copy of HealthEngine Advertising Specifications during proposal discussions and as attachment to signed Insertion Orders / Booking Forms.

HealthEngine's products and specifications can be viewed [here](#). (this page will be updated by Design to reflect new product suite by 30 June)

Display creative needs to be provided to the HealthEngine team no later than 3 days prior to the scheduled campaign commencement date.

eDM creative needs to be provided to HealthEngine no later than prior to the scheduled send date and via the following Forms;

- [Patient Newsletter Sponsorship](#)
- [Practice or Patient Solus eDM](#)

Patient and Practice Offers creative needs to be provided to HealthEngine no later than 7 days prior to the scheduled send date and via the following [Form](#).

## Communications

eDM communications will only be sent to consumers, practices or practitioners that have provided their express consent to receive information or to be contacted by HealthEngine and / or it's partners.

All eDM communication being sent to the HealthEngine consumer, practice or practitioner database must be relevant in that the product or service must assist patients to manage their health and health providers to deliver better care to patients or improve practices.

Health Profile database eDM (electronic mail) can only be sent to individuals that have given their express consent to receive relevant information to that category by opting into a particular health profile category during the appointment booking process or other onsite capture.

Individuals that have opted into a Health Profile Database can receive a maximum of;

- 2 x Solus eDM communications specific to opted in categories monthly
- 1 x Patient Health Profile Newsletter monthly (1x editorial and leaderboard sponsor specific to opted in Health Interest categories)

HealthEngine will look to achieve a 10 day interval between the above eDM communication sends.

Individuals that have opted into the general marketing database can receive a maximum of;

- 1 x Solus eDM communications monthly
- 1 x Patient Newsletter monthly (1x editorial and leaderboard sponsor)

HealthEngine will look to achieve a 10 day interval between the Solus eDM and Newsletter sends and a 21 day interval between the separate Solus eDM sends

Practice and Practitioners that have opted into the HealthEngine database will receive a maximum of;  
2 x Solus eDM communications monthly

HealthEngine will look to achieve a 10 day interval between the above eDM communication sends.

All consumer, practice or practitioner eDM (electronic mail) creative to be provided to the HealthEngine Account Management team (support) prior to campaign send ensuring they are aware of potential enquiries.

Consumer OPI (Opt In leads) will only be provided to Industry specific partners after the consumer has provided their Express Consent to be contacted by HealthEngine's specific partner promoted at time of opting in.

No practice or practitioner competing advertising will be displayed on the following key site assets; Practice Profile Pages, Booking Sponsorship Pages (Booking Completion) eg; Pharmacy advertising competing health services.

## Finance

HealthEngine reserves the right to remove advertisers from the site when invoices have not been paid for a period in excess of 60 days.

HealthEngine may pay an agency commission up to 10% to accredited advertising agencies for media campaigns.