



---

**THE NEW ZEALAND CHINESE MEDICINE AND ACUPUNCTURE SOCIETY INC.**  
**新 西 兰 中 医 药 针 灸 学 会**

---

6 August 2018

**Notice of Ethics Professional Standards Seminar**

Dear members and students,

I am pleased to inform you that the NZCMAS agreed to sponsor the above seminar which is organized NZASA.

Don't be left out. Hot issue for this year after the NZMJ article calling out acupuncturists for their advertising practices. Learn the rules and bring up your advertising game to save the profession.

**CPD: Approved 2 Hours CPD Ethics/Professional Standards Category (NZASA)**  
**Approved 2 Hours CPD AcNZ**

**Date:** Sunday, 9 September 2018

**Time:** 10:00am – 12:15pm

**Venue:** NZCCM Room 1-3 Level 1, 321 Great South Road, Greenlane, Auckland

Please enter from back garden door (Front door is closed on weekend). Up to 50 car park spaces are available at rear of the building, you can also find other available car parking spaces at the side roads around.

**Topic: Professional Ethics and Standards for Healthcare Advertising in New Zealand**

**Presenters:** Jeff Silver, Chairman NZASA

Dr. Joan Campbell, Past Chair NZASA

**Schedule Outline:**

- 10:00-11:00 Presentation:
  - Source of Laws and Rules of Healthcare Advertising in NZ
  - Review and Explanation of Rules for Healthcare Advertising in NZ
- 11:00-11:15 Break
- 11:15-12:15 Presentation:
  - Best Practice for Healthcare Advertising in NZ
  - Recommendations for Healthcare Advertising in NZ
  - Special Issues – Internet and Social Media
  - Case Studies – Volunteered websites critiqued live (time permitting)

**Registration: Please phone **09 5800232** Doria Dong of NZCMAS or email to [nzcmass@chinesemedicine.ac.nz](mailto:nzcmass@chinesemedicine.ac.nz) for booking.**

Yours truly,

Doria Dong  
Administrator