

Sophie Hibburd

From: NAME WITHHELD
Sent: Thursday, 5 September 2013 1:23 PM
To: Sophie Hibburd
Subject: Submission on Code of Conduct (Transparency Model)

Importance: High

Good afternoon.

I refer to the **Transparency Model (TM)** being proposed by MA to “protect” the public interest.

Doctors like myself depend on support for **continuing professional development (CPD)**, e.g. conference attendance. CPD is a condition of medical registration. The public hospital system in which I work is in deficit and cannot support CPD. Also there will be a federal cap of \$2000 for self-funded education tax deductions.

MA already receives industry spending on doctors in aggregate form. Individual reporting of doctors will create undue media and public attention to the point where doctors like myself:

- a. Will have patients’ confidentiality breached; i.e. employers would see I receive support for HIV-related CPD and match my name to sickness certificates/letters that bear my name thus exposing employees’ HIV status.
- b. Will have our professional reputations questioned
- c. Will be forced not to accept support from industry for CPD
- d. Will not have access to/afford CPD (a condition of medical registration)

Should MA proceed with individual reporting, I believe **patients’ confidentiality AND professional integrity and CPD of doctors will be eroded.**

Ultimately, it is the public interest that MA is trying to “protect” that will suffer.

What evidence does MA have that individual reporting improves prescribing for patients? Has an evaluation of individual reporting in the USA been conducted to show that patients there are better off?

I look forward to your formal response to my questions and this submission.

Thank you.

Yours faithfully