Integria

Our policies



MediHerb 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 online marketing tools to reach their patients to both actively market and/or sell practitioner-only products.

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.

MediHerb 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 MediHerb is potentially marketed and sold on the internet via practitioners. It is important that we clarify our online policy related to the MediHerb brand. It entails the following:

- All MediHerb products are not to be represented on any online 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 online 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 MediHerb products must be behind a password-protected area. Any information about a MediHerb product may only list a product name (eg. MediHerb Rhodiola & Ginseng), a unit size (eg. 60 tablets) 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 MediHerb products must be limited to the password-protected section only.
- Any use of the MediHerb trademark and logo is not permissible unless authorised in writing by Integria Healthcare.
- You may not use MediHerb product names, trademarks or copyrights in any paid search engine marketing campaigns (Pay per Click).
- If your website appears in a search using any MediHerb trademarks or copyrights you are deemed to be in violation of MediHerb's online policy.
- Use of the MediHerb 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 online platform for the sale of MediHerb 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 MediHerb products until further investigation has been conducted for an indefinite period.

MediHerb is Strictly Practitioner Only.
Quality is our Passion.

Integria Healthcare (Australia) Pty Ltd. ACN 096 496 212. Building 5, Freeway Office Park, 2728 Logan Rd PO Box 4854 Eight Mile Plains QLD 4113
P: 1300 654 336 • F: 1300 654 844 • www.integria.com