



Complementary & Natural
Healthcare Council

83 Victoria Street, London SW1H 0HW

23 December 2009

CNHC CONSIDERS ITS FIRST COMPLAINT AGAINST REGISTRANTS

The CNHC Investing Committee Panel (ICP) recently met to consider 15 complaints in relation to the websites of 14 registrants.

The unanimous decision of the ICP was that the registrants' Fitness to Practise was not impaired. However they found that the registrants had contravened Paragraph 15 of the Code of Conduct, Performance & Ethics which says;

"Any advertising you undertake in relation to your professional activities must be accurate. Advertisements must not be misleading, false, unfair or exaggerated. You must not claim that your personal skills, equipment or facilities are better than anyone else's.

If you are involved in advertising or promoting any other product or service, you must make sure that you use your knowledge, healthcare skills, qualifications and experience in an accurate and professionally responsible way. You must not make or support unjustifiable statements relating to particular products or services. Any potential financial rewards to you should be made explicit and play no part at all in your advice or recommendations of products and services that you give to patients, clients and users"

The ICP found that the registrants' Fitness to Practise was not impaired, because they did not deliberately seek to mislead their clients or to exaggerate the benefits of the therapy which they described in good faith. However they found that the registrants had made claims about the therapy offered which appeared to imply more efficacy than evidence necessarily provides.

The ICP have asked Maggie Dunn, the CNHC Registrar, to initiate, as a matter of priority, discussions with the CNHC's Profession Specific Boards and the Professional Fora to agree advice to registrants in relation to paragraph 15. Further, the ICP have requested that this matter and the outcome of the Investigating Committee Panel's deliberations be brought to the attention of CNHC registrants, PSBs and Committee members. The wheels have already been set in motion to comply with the ICP's requests.

Maggy Wallace, CNHC's Executive Chair, said *'I am extremely pleased that CNHC's conduct and competence processes have dealt with the Council's first complaint competently and effectively. Whilst the complaint was upheld, it was not found to affect the individual's fitness to practice, which, of course, is CNHC's main concern as the regulator for the complementary healthcare sector.'*

For further information about registration, visit www.cnhc.org.uk

ENDS



Complementary & Natural
Healthcare Council

Media contacts: Maggie Dunn, CNHC on 0203 178 2199

For more information about CNHC: Please contact 0203 178 2199 or visit the website at www.cnhc.org.uk

Notes to editor

The Complementary and Natural Healthcare Council (CNHC) was established as a voluntary register in April 2008 with the purpose of protecting the public by means of a voluntary register for complementary and natural healthcare practitioners.

The CNHC's function is:

- To establish and maintain a voluntary register of complementary healthcare practitioners in the UK who meet its standards of competence and practice
- To make the Register of practitioners available to the general public and to educate them about the CNHC quality mark as a quality standard
- To operate a robust process for handling complaints about registered practitioners
- To work with professional bodies in the complementary healthcare field to further develop and improve standards of professional practice

The Register has been launched with government backing through the Department of Health.