



Safeguarding Patients

Public safety should always come first in the cosmetic medical industry, so the new 'Professional Performance Framework' recently announced by the Medical Board of Australia is supported by everyone, especially the CPCA.

Australia's senior medical college, the Cosmetic Physicians College of Australasia, is committed to ensuring that medical experience, safety and training is paramount when it comes to practitioners performing cosmetic medical treatments. For this reason it strongly supports the recent announcement by the Medical Board of Australia of "a Professional Performance Framework to ensure all registered medical practitioners practise competently and ethically throughout their working lives".

CPCA President Dr Douglas Grose

emphasised the importance of the MBA's twin priorities that:

- the community in Australia "has high levels of trust in doctors and expects medical practitioners to provide safe care to patients"; and
- the Professional Performance Framework "will support doctors to take responsibility for their own performance and encourage the profession collectively to raise professional standards and build a positive, respectful culture in medicine that benefits patients and doctors".

Dr Grose pointed out that "the College has already developed a continuing

professional development standard and framework which exceeds the requirements of the Medical Board".

Dr Grose said that the CPCA encourages other professional Colleges to follow their lead and mandate that doctors must spend time with other similarly qualified doctors, both being observed and observing others, in the work place to ensure that members who are not performing to the standard are detected early by their peers."

The new MBA framework proposes registered doctors take part in at least 50 hours of continuing professional development (CPD) every year - which includes a mix of

reviewing their performance, measuring their outcomes and updating their education.

Dr Grose commented: "We totally support the Medical Board's proposals in this area."

The proposed Professional Performance Framework has 5 pillars:

- Strengthened continuing professional development;
- Active assurance of safe practice;
- Strengthened assessment and management of medical practitioners with multiple substantiated complaints
- Guidance to support practitioners;
- Collaborations to foster a positive culture of medicine.

Dr Grose said the CPCA also commends the Medical Board's proposed Professional Performance Framework recommendation for "an integrated approach that will help improve public safety and better identify and manage risk in the Australian healthcare setting" by:

- maintaining and enhancing the performance of all doctors practising in Australia through efficient, effective, contemporary, evidence-based CPD relevant to their scope of practice; and
- proactively identifying doctors who are either performing poorly or are at risk of performing poorly, assessing their performance and if necessary, supporting their remediation.

Dr Grose summed up: "The CPCA totally endorses the Medical Board's commitment to developing a process which supports medical practitioners to maintain and enhance their professional skills and knowledge and remain fit to practise medicine.

"Most importantly the recommendations are designed to improve public safety."

With the latest developments in medical technology triggering an explosion in the public popularity of non-surgical treatments such as cosmetic injectables, Dr Grose also warned: "I highly recommend that someone wanting injectables for the first time goes to a doctor who is a member of the Cosmetic Physicians College of Australasia for expert advice on what is the most suitable treatment.

"The single most important skill is to know who to treat and who not to treat. Profit-based shopping centre outlets just want your money; but our members must follow our code of conduct which includes the insistence that only treatments which benefit the patient will be performed, not treatments which are only

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beneficial to the bank account of the injector."

The CPCA represents 200 doctors across Australia dedicated to and focused upon the safest practice and highest clinical standards in cosmetic medicine – via professional assessment, diagnosis and treatment of patients' aesthetic concerns managed through non-invasive and minimally invasive strategies available to registered medical practitioners.

CPCA President Dr Douglas Grose noted: "Ours is a field of great public interest. The primary task of the College is to advance the highest principles of professionalism in the management of our patients' aesthetic concerns.

"And it is with this 'safety-first' goal as our priority, that we seek to encourage patients, current and prospective, to engage our experienced professional members for such assessments and treatments."

Dr Grose emphasised: "In Australia today, members of the public can avail themselves of cosmetic treatments from a wide variety of establishments. Our key point of difference is that we are all doctors – and we have among our Members and Fellows some of the most experienced, busiest and best-established doctors practicing in this field in Australia. Indeed we include several pioneers of the field.

"In addition, we conduct a rigorous professional development and continuous medical education program for our members. And we are in the process of developing what we foresee as becoming Australia's most advanced training program for cosmetic medical practitioners.

"We therefore offer direct medical professionalism, cosmetic and full-person medical expertise, and the certainty and security that comes with assessment by a doctor who is dedicated to, and has specifically trained in, this field of medical work."

Importantly, Dr Grose added that this is "also a field of significant government interest" and hence the "task of the College is to interface with government in order to bring about the best regulatory outcomes for our patients.

"As Australia's senior medical college pertaining to cosmetic medicine, we are constantly encouraging government to more closely monitor and regulate the cosmetic medicine industry, while balancing the enforcement of high standards with the imperative of ensuring fair competition to deliver the best outcomes for patients. ●

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