

AMT Position Statement

Testimonials

Advertising can provide a means of communicating general information to healthcare consumers that can help them better understand the services and options available to them. Consumers need reliable and accurate information to make an informed decision about whether to purchase a health service.

Massage therapists have an obligation as healthcare providers to ensure that the manner in which they promote their services is ethical, non-exploitative and trustworthy. Advertising that is false, misleading, inaccurate or deceptive compromises the integrity of the massage therapy profession and carries serious risks to the health consumer, such as exploitation, false expectation and false hope.

AMT's advertising standard explicitly forbids the use of testimonials to promote massage therapy services.¹ This position is consistent with requirements for registered health professionals under the Health Practitioner National Law.²

Testimonials may be false and misleading for a number of reasons. AMT prohibits the use of testimonials because:

- there are many factors particular to an individual client that will affect the outcome of treatment
- the outcomes experienced by one client do not necessarily reflect the likely outcomes
- they are not a balanced source of information because they typically feature a narrow selection of positive comments, therefore they do not tell the whole story about a practitioner's services
- clients may not have the knowledge to accurately assess the validity of claims made
- clients may not be able to give proper informed consent to provide a testimonial, including an understanding of where it will be used and how long for
- it is impossible for consumers to validate whether a published testimonial is genuine or fake.

Seeking testimonials and reviews from clients, especially those sought in the immediate afterglow of a treatment, is exploitative and manipulative. It is particularly egregious if some inducement has been offered to provide the testimonial. It may also constitute a breach of Australian Consumer Law.

AMT does not expect members to monitor or remove reviews that are published on third party websites.



1. AMT Code of Practice <http://www.amt.org.au/downloads/practice-resources/AMT-code-of-practice-final.pdf#page=52>

2. <https://www.legislation.qld.gov.au/view/pdf/inforce/current/act-2009-hprnlq#page=135>