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**BOARD NOTICES • RAADSKENNISGEWINGS**

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**BOARD NOTICE 1 OF 2018****ALLIED HEALTH PROFESSIONS COUNCIL OF SOUTH AFRICA****UNPROFESSIONAL CONDUCT BOARD NOTICE:  
THE PROHIBITION OF MULTILEVEL MARKETING, PERVERSE  
INCENTIVES AND FRANCHISING**

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The Allied Health Professions Council of South Africa (AHPCSA) is a statutory health body established in terms of the Allied Health Professions Act, 63 of 1982 ("the Act") in order to control all allied health professions, which includes Ayurveda, Chinese Medicine and Acupuncture, Chiropractic, Homeopathy, Naturopathy, Osteopathy, Phytotherapy, Therapeutic Aromatherapy, Therapeutic Massage Therapy, Therapeutic Reflexology and Unani-Tibb.

The AHPCSA, taking into account section 1(2)(a) of the Act, read together with Chapter 7 of the Regulations to the Act, including but not limited to sections 49, 50, 54(1)(a), 54(1)(b), 54(1)(c), 54(1)(e), 54(1)(f), 54(1)(g) and 54(9) published under Government Notice R.127, on 12 February 2001, sets out the scope of a professional practice for practitioners and after due consideration and in consultation with the Professional Board: Therapeutic Aromatherapy, Therapeutic Massage Therapy and Therapeutic Reflexology (PBARM); the Professional Board: Ayurveda, Chinese Medicine and Acupuncture and Unani-Tibb (PBACMU); the Professional Board: Chiropractic and Osteopathy (PBCO); and the Professional Board: Homeopathy, Naturopathy and Phytotherapy (PBHNP), resolved that: -

- No allied health practitioner registered under any of the above-mentioned professional boards shall in any manner whatsoever and whether alone or jointly or together with any person, partake or be engaged, interested or involved, whether financially or otherwise and whether directly or indirectly, in any form of *multilevel marketing* or *perverse incentives* or *franchising*.
- It shall furthermore be regarded as unprofessional conduct if any form of compensation, payment, reward or benefit which is not legally due or which is given on the understanding, whether express, implied or tacit, that the recipient will engage or refrain from engaging in certain behavior in a manner which is either illegal and/or contrary to the ethical or professional rules and regulations for practitioners and/or which, in the opinion the AHPCSA, may adversely affect the interest of a patient or a group of patients.
- “Multilevel marketing” shall mean but not limited to a strategy use to encourage a party to canvass or tout patients by paying the party a percentage of any fees, payment of commission or any remuneration, pecuniary or otherwise.
- “Perverse incentives” shall mean but not limited to procure some direct or indirect advantages, benefit, reward or payment for a person offering or giving the money, compensation, payment, reward or benefit.
- “Franchising” shall mean but not limited to a form of business by which the owner of a product, service or method obtains distribution through affiliated dealers.



**DR LOUIS MULLINDER**

**REGISTRAR: ALLIED HEALTH PROFESSION COUNCIL OF SOUTH AFRICA**