

OCTOBER 2020

REF – APA ENDORSEMENT

The Australian Physiotherapy Association (APA) is a not for profit membership organisation that represents 28,000 members who are physiotherapists. APA brand is valued and offers a sense of integrity, honesty and trust at both member and consumer level.

APA strategic plan focusses on

Vision – Community recognises the benefits of choosing physiotherapy

Belief – All Australians should choose physiotherapy to optimise their health and happiness

Purpose – Leverage our global leadership position for the benefit of physiotherapy and consumers

We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians and this commitment transcends into our endorsement program.

For a company to achieve APA endorsement, they need to confirm to a set of criteria to ensure that consumers can trust that the products/service performs as expected and that any product claims have been validated and deemed accurate.

After an internal review, the APA then engages a specialist physio (aligned with one of our national groups) to conduct the second stage review. This incorporates the following:

- TGA certification (if appropriate to the product)
- Any safety standards expected (if appropriate to the product)
- APA provides any research data related to the product
- Request company to provide products specs and marketing collateral to ensure that any product or marketing claims can be validated and proved
- Actual product – this is normally tested by the physiotherapist and in some cases with their customers as well to form a case study review (this is subject to the actual product)

If the company meets these criteria, the physio will provide the APA with a report and determine (in conjunction with the group) if the product is suitable for endorsement. If all clear then the company is entitled to use the APA endorsed brand mark.

The APA is selective in what products it chooses to endorse to ensure that we are aligned with quality brands that are relevant to the end consumer.