



Contacts received by the ACCC about consumer health issues

The number of contacts to the ACCC about consumer health issues has increased over the last three years, from 256 in 2015 to 469 in 2017. The majority of these contacts concern misleading and deceptive conduct and false representations, which often relate to advertising materials. The most complained about industries are health insurance, specialist medical services and allied health services.

As set out in the ACCC's *Compliance and Enforcement Policy*, we do not pursue all matters and typically focus on systemic or broad conduct and complaints involving national traders. This is particularly the case where specialist regulators are present and have the relevant expertise to properly assess the issues.

The following data is based on contacts received by the ACCC in the period between 1 January 2015 and 31 January 2018.

Breakdown of the top 3 industries

Health Insurance		
Misleading and Deceptive	198	37.1%
General	145	73.2%
Silence	52	26.3%
Fine Print	1	0.5%
No CCA	94	17.6%
False Representations	55	10.3%
Services - Standard, Quality, Value, Grade	39	70.9%
Price	9	16.4%
General	2	3.6%
Goods - Standard, Quality, Value, Grade	2	3.6%
Need for Goods or Services	2	3.6%
Agree to Acquire	1	1.8%
Financial Service	39	7.3%
Contract Dispute - Consumer	26	4.9%
Total	533	

Released under FOI

Specialist Medical Services

Misleading and Deceptive	106	26.6%
General	89	84.0%
Silence	15	14.2%
Passing Off	2	1.9%
Consumer Guarantees	75	18.8%
Due Care and Skill	41	54.7%
Acceptable Quality	20	26.7%
Fit for Purpose - Service	5	6.7%
Fit for Purpose - Product	5	6.7%
Reasonable Time	3	4.0%
Match Description	1	1.3%
False Representations	53	13.3%
Services - Standard, Quality, Value, Grade	21	39.6%
Price	13	24.5%
Need for Goods or Services	6	11.3%
Person has sponsorship, approval, affiliation	4	7.5%
Goods - Standard, Quality, Value, Grade	4	7.5%
Sponsorship, Approval, Performance	3	5.7%
General	1	1.9%
Testimonials	1	1.9%
No CCA	43	10.8%
Sales Practices	25	6.3%
Total	399	

Released under FOI

Other Allied Health Services

Misleading and Deceptive	78	26.8%
General	64	82.1%
Silence	11	14.1%
Passing Off	3	3.8%
Consumer Guarantees	46	15.8%
Due Care and Skill	16	34.8%
Acceptable Quality	16	34.8%
Fit for Purpose - Product	8	17.4%
Fit for Purpose - Service	3	6.5%
Match Description	2	4.3%
Right to Clear Title	1	2.2%
No CCA	44	15.1%
Sales Practices	34	11.7%
False Representations	28	9.6%
Services - Standard, Quality, Value, Grade	10	35.7%
Price	5	17.9%
Sponsorship, Approval, Performance	4	14.3%
Person has sponsorship, approval, affiliation	3	10.7%
Goods - Standard, Quality, Value, Grade	3	10.7%
Need for Goods or Services	2	7.1%
Testimonials	1	3.6%
Contract Dispute - Consumer	12	4.1%
Total	291	