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Physiotherapy Commerce

Physiotherapists strive to maximise the health and wellbeing of the community. Physiotherapists in private practice do so in a commercial context which necessitates ensuring financial viability in order to continue to provide a service. As such, normal commercial principles apply.

Physiotherapists are free to operate their commercial enterprise as they see fit within the confines of applicable laws and the APA Code of Conduct. Physiotherapists may individually negotiate commercially acceptable terms with suppliers, purchasers and patients that reflect the value of the physiotherapist in the marketplace. Physiotherapists may choose the price, terms and conditions by which they will provide their services and they may choose not to treat a patient if they feel the terms proposed by a patient, their insurer or other funding bodies are unacceptable. Physiotherapists may extend their commercial enterprise beyond the basic delivery of physiotherapy services including the ethical sale of goods or the provision of services delivered by other health care providers.

Physiotherapists may choose their method of billing on the condition they obtain informed financial consent from the client (the APA recommends using the APA Service Descriptors). Physiotherapists are entitled to pursue a return on investment relative to the risk associated with their commercial enterprise. Physiotherapists must not bill for services that they cannot justify.