



AOA
AUSTRALIAN
ORTHOPAEDIC
ASSOCIATION

MEDIA RELEASE

Misleading picture painted by 7:30 Report

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The narrative presented in a recent ABC 7:30 Report segment concerning claims that medical device representatives are upselling products to surgeons in operating theatres, contained a number of inaccurate comments, from Private Healthcare Australia, which bordered on blatant lies.

The claim that decisions made in the operating theatre concerning device choice and 'upselling' grossly devalue the high standard of ethical healthcare upheld by members of the Australian Orthopaedic Association (AOA).

AOA President Dr Chris Morrey said, "AOA members are best placed to act in the interest of their patients and in doing so are advocates for the highest standard of care. The choice of prosthesis and surgical technique are discussed and agreed with the patient and orthopaedic surgeon prior to surgery being performed, not in the operating theatre. In cases where there is a conflict of interest relating to any part of surgical care (use of prosthesis, choice of hospital) this is declared prior to any intervention being undertaken."

"The inaccurate statements from Private Healthcare Australia CEO Dr Rachel David, concerning device sales representatives being present in, 'routine procedures all the time,' paints a damaging picture that grossly misrepresents the relationship between device manufacturers and the surgical profession."

"The assertion that the prime role of company representatives in operating rooms is to 'sell more devices' furthermore devalues the professionalism of the hundreds of orthopaedic surgeons that are saving lives and providing a return to quality of life for their patients every day," Dr Morrey said.

AOA has made a number of statements regarding device company representatives who can, when authorised by the hospital, be invited into the operating theatre by the orthopaedic surgeon. The instances of this occurring are more likely in regional hospitals and isolated parts of the country. The device company representative is present only to provide intra-operative support in circumstances where it is requested by the surgeon or nursing staff, which includes specific product knowledge, expertise and continuity that in turn contributes to patient safety and better surgical outcomes.

"As a founding signatory to the Australian Consensus Framework for Ethical Collaboration in the Healthcare Sector, endorsed by the Federal Government and State and Territory health jurisdictions, and as Chair of the Australian Ethical Health Alliance, the AOA takes the ethical behavior of its members extremely seriously. Importantly, patients of AOA members should feel certain that their healthcare is the number one priority of their surgeon - without fear or failure," said Dr Morrey.

Read the full position statement - [Position statement on orthopaedic MedTech company representatives \(OMCRs\) in operating rooms \(aoa.org.au\)](#)

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Misleading picture painted by 7:30 Report; Australian Orthopaedic Association



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About the Australian Orthopaedic Association

The Australian Orthopaedic Association (AOA) is the peak professional body for orthopaedic surgeons in Australia. AOA provides high quality specialist education, training and continuing professional development. AOA is committed to ensuring the highest possible standard of orthopaedic care and is the leading authority in the provision of orthopaedic information to the community. AOA actively supports scientific research and orthopaedic humanitarian initiatives in Australia and overseas.