



## **SASLHA statement on participation in “Best of” competitions**

It has come to SASLHA’s attention that the “best of Durban” competition is being run once again and is inviting healthcare practitioners to participate in the competition.

We would again like to warn our members, non-members and all other healthcare practitioners that this kind of comparative marketing goes against the HPCSA’s ethical guidance in Booklet 2, (3.1.), which states “A practitioner shall be allowed to advertise his or her services or permit, sanction or acquiesce to such advertisement: Provided that the advertisement is not unprofessional, untruthful, deceptive or misleading...”. An opinion poll, such as this kind of competition, is not based in fact, because the voters cannot be objective in their assessment of a particular practice being “the best” unless they have evaluated and scored all the other practices according to the same set of criteria and have found that that practice does, indeed, score the highest result. Since this is clearly not the case in the “Best of Durban” and similar competitions, it is obvious that advertising a practice on the basis of the outcome of such a competition and participating in such a competition in the first place, do not pass the test of ‘not being untruthful, deceptive or misleading’.

SASLHA recognises that complying with the HPCSA’s rules on advertising may come at the cost of losing a marketing opportunity to the public compared with less ethical practices, and we regret that doing the right thing has negative consequences. However, participation in the competition may also come with negative consequences if the HPCSA takes action against those who do participate in the competition.

SASLHA will once again encourage the HPCSA to educate registered practitioners about the unethical nature of participating in “best of” and similar competitions and will work with other professional associations to this end. We will also engage with the organisers of the competition to make them aware that they are encouraging unethical marketing by healthcare practitioners.

SASLHA Ethics and Standards Committee

6 May 2026