



MEDIA RELEASE

Improve Complementary Medicines Confidence Through CHC

Research highlighted in an article in Pharmacy News on 4th November has indicated a lack of confidence felt by pharmacists in regional and rural areas of Victoria in talking to customers about their use of Complementary Medicines. Most of those surveyed were aware of the need to consult consumers about their use of Complementary Medicines, but only around half confirmed that they were confident to do so.

The Complementary Healthcare Council of Australia (CHC) holds the key to breaking this vicious circle of lack of knowledge, lack of confidence. As the peak body for the Complementary Medicines Industry in Australia, the CHC is known for its commitment to leading edge training for the Complementary Medicines Industry. Over the last few years the CHC has established a professional development program specifically designed for those looking to improve their knowledge around Complementary Medicines.

Suitable for anyone from marketers and retailers to manufacturers and suppliers, and even consumers, our non-product based program provides in-depth training in key areas of the industry. Made up of individual certificates designed to complement existing skills, knowledge and interests in the Industry, the program offers participants in-depth and up-to-date training on all aspects of the Complementary Medicines Industry.

Unique to the CHC, this electronically delivered, industry accredited program can bridge the gap for pharmacists, pharmacy assistants, health food retailers and anyone else looking to gain further knowledge and understanding of the Complementary Medicines Industry.

The CHC is committed to improving the knowledge and understanding around Complementary Medicines, for those in the Industry as well as for consumers. For more information about the CHC's professional development program, please visit the Education and Training pages of the CHC website:

<http://www.chc.org.au/Education-Programs>

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