

**Raising Standards – Protecting Patients**

24 March, 2025

**MEDIA STATEMENT**



**TELEHEALTH CONSULTATIONS – COSMETIC INJECTABLES**

**SMH - “Gone in 52 seconds: Inside Australia’s telehealth injectables gold rush”**

**Published 22 March, 2025**

As the national peak body for cosmetic surgery and medicine, the Australasian College of Cosmetic Surgery and Medicine (ACCSM, the College), is urging patients to take note of the recent SMH article **“Gone in 52 seconds: Inside Australia’s telehealth injectables gold rush”**, published on 22 March, 2025 and to understand the dangers involved in telehealth consultations relating to cosmetic injectables.

Demand for cosmetic injectables is on the rise here in Australia and around the world. Accordingly, the College urgently warns Australians of the dangers of telehealth consultations in the cosmetic medicine space.

The Sydney Morning Herald's recent exposé entitled " Gone in 52 seconds: Inside Australia’s telehealth injectables gold rush" highlighted the importance of a doctor on-site consultation and procedure delivery standard that provides for optimal patient care and indeed management of potential adverse outcomes.

The article revealed a disturbing trend of rushed remote telehealth consultations, with examples lasting a mere 52 seconds, during which patients sign up for procedures by a remotely located nurse without the supervision of a doctor on-site.

*Kate Evans, director of AHPRA’s regulatory response unit, was quoted as saying, - “There are obligations that there must be good and safe clinical care....it’s very hard to see how 300 patients a day could ever meet the guidelines of the code,” she said. Speaking generally, an AHPRA spokesman said it was concerned about unprofessional conduct and patient harm in the cosmetic-procedures industry, and received regular report of “inappropriate consultations”.*

The College believes such practices fall well below the optimal medical standard of on-site doctor supervision and thereby compromising patient safety.

Cosmetic medicine involves medical procedures that inherently carry serious risks.

Accordingly, an **on-site patient evaluation by a trained medical practitioner including an essential physical examination** is a fundamental principle in all medical procedures and is essential to mitigate these risks.

The College calls for stricter monitoring and enforcement of standards by regulators to ensure that patient safety is always the top priority. This includes:

- mandating a comprehensive in-person on-site doctor consultation
- requiring an appropriately trained on-site doctor to conduct comprehensive pre-procedure assessments
- implementing robust informed consent processes
- mandatory reporting of adverse events, relating to cosmetic injectables.

Only by upholding the highest ethical and professional standards can practitioners provide the quality care that patients deserve.

In the interests of public health and safety the ACCSM has raised and indeed continues to prosecute these important issues with relevant government authorities and regulators.

### **About the Australasian College of Cosmetic Surgery and Medicine**

Established as the Australasian College of Cosmetic Surgery in 1999, the Australasian College of Cosmetic Surgery & Medicine (ACCSM) is a not-for-profit, multi-disciplinary fellowship-based body of cosmetic proceduralists, cosmetic physicians, plastic surgeons, general surgeons, maxillofacial surgeons, ear nose and throat surgeons, ophthalmologists and other doctors and health care practitioners who practice in cosmetic medicine and surgery. The primary goal of the ACCSM is to ensure the safe provision of cosmetic medical and cosmetic surgical procedures to the Australian community through the supply of appropriately trained and certified health care practitioners. The ACCSM is the only medical college which provides education and training leading to fellowship specifically in cosmetic medicine and surgery. Fellows of the College are medical doctors who have completed post-graduate education and training and demonstrated competency specifically in cosmetic medicine and surgery. For additional information about the ACCSM, please visit: <http://www.accsm.org.au/>

### **References:**

- SMH - “Gone in 52 seconds: Inside Australia’s telehealth injectables gold rush” Published 22 March, 2025 [Link to article](#)
- Telehealth Cosmetic Consultation and Prescription [Read here](#)

### **Media enquiries**

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