

Association of Master Herbalists (AMH)

Guidelines for Professional Practice - Updated 24/05/2018

AMH CODE OF PRACTICE 2018

Hereinafter all reference to 'Member(s)' shall be taken to mean Practitioner, Associate or practising Fellows or any subsequent category of membership which pertains to persons practicing herbal medicine. 'National or local legislation' shall be taken to mean any legislation, rules or other regulation in force in the locality in which the member practices.

1. Members shall display an up to date certificate of membership of the Association in their normal place of work and must make it available for inspection by any interested party.
2. Members shall keep copies of the Codes of Ethics and Practice and the Disciplinary Procedure available for inspection by any interested party and to make copies freely available to them if so required.
3. Members must have appropriate insurance for the practice of herbal medicine and shall ensure that such insurance is kept up to date.
4. Members shall ensure that there is Public Liability insurance for all premises from which the member works to cover the professional services on offer.
5. Details of all treatments and prescriptions must be kept, together with records of all advice or instructions given to clients, whether in person or by post or telephone.
6. Members must be conversant with all national or local legislation with regard to the keeping of records. Members in the United Kingdom must be familiar with the terms of the Access to Health Records Act 1990, Data Protection Act 1998 and any subsequent legislation pertaining to the keeping of records.
7. Members must be conversant with all national or local legislation with regard to the practice and supply of herbal medicine. Members in the United Kingdom must be familiar with the terms of the Medicines Act 1968, Medicines (Retail or Supply of Herbal Remedies) Order 1977 and any subsequent legislation pertaining to the practice and supply of herbal medicine.
8. Good practice should be followed at all times in the dispensing and labelling of medicines and such practice must take into account any national or local legislation. Unless it is contrary to national or local legislation, labels must clearly state the practitioner's or business name and address, the date of dispensing, the correct dosage and other directions for use.
9. Members shall be conversant with any national or local legislation with regard to Health and Safety, hygiene and the safe disposal of clinical waste.
10. Members must be conversant with any national or local legislation concerning the treatment of minors. In the United Kingdom it is obligatory for a parent or guardian of a child under the age of sixteen to seek conventional medical help for that child should they require it. Complementary medicine of any form does not constitute 'conventional medicine' and the member must refuse to give a consultation or treatment without a signed consent form from the parent or guardian stating that they have been informed of this fact by the member and understand its implications.
11. A parent or supervising adult must be present at all times during any treatment, consultation or examination of a child under the age of sixteen or of a mentally handicapped person.
12. Members must not knowingly administer an abortifacient or known uterine muscle stimulant to a pregnant woman for the purpose of procuring an abortion, nor take part in any operation unless the member is medically qualified and legally permitted to do so.

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AMH CODE OF ETHICS 2018

Each member of the Association shall:

1. Respect and honour the professional nature of their relationship with their clients, by observing the following principles:
 - a) Having respect for every client regardless of race, colour, creed, class or gender.
 - b) Taking care to explain to clients fully the nature of any treatment to be administered.
 - c) Observing strict confidentiality at all times regarding all aspects of the relationship, including the fact of the client's attendance for treatment, unless required to disclose information under the following circumstances:
 - i) The Client agrees to the release of confidential information i.e. in the event of the Client being referred to another Practitioner.
 - ii) Where the Practitioner utilises the services of a Locum.
 - iii) The Practitioner is forced to disclose information to a Law Enforcement Agency or in a Court of Law.
 - iv) Where a referring agency or GP requires a report. A copy of the report will also be made available to the Client.
 - v) Where in the Practitioner's opinion the Client's state of mind endangers his or her own life or health and/or the life and health of any other person.
 - vi) Where the Client admits to being or having been involved in a crime.
 - vii) Where the Practitioner discusses the case with another Practitioner or during a training session. In this case the Client's identity will be protected at all times.
 - d) Taking care not to act in such a way as to invade or infringe personal propriety, or to perform any action which may reasonably be considered to be an assault upon the client.
 - e) Be aware of all legal obligations and considerations attendant upon the professional practice of herbal medicine as they currently stand and to keep up to date with all changes of such.
 - f) Maintaining their practice in an efficient and diligent style.
 - g) To refrain from any action which may bring themselves or the practice of herbal medicine into disrepute.
2. Deal honestly and helpfully with the public, seeking at all times to present themselves and their profession as responsible and honourable, and ensuring that all advertising is conducted in a manner appropriate to the interests of the public, the profession and the Association itself.
3. Deal honourably and respectfully with other herbal practitioners and practitioners of other health care disciplines by observing the following principles:
 - a) Refraining from criticising or defaming another practitioner, whether a member of the Association or not.
 - b) Not attempting to persuade clients away from another practitioner in order to recruit them to one's own practice.
 - c) Where a dispute arises between members of the Association or other practitioners by referring the matter to the Council for arbitration.
4. Refraining from teaching or administering any training course within the United Kingdom purporting to lead to a professional certification in herbal medicine unless the course is formally engaged in a recognised accreditation program such as the AMH.
5. Refraining from teaching or administering any training course within the United Kingdom purporting to lead to a professional certification in iridology unless the course has been approved as such by the Guild of Naturopathic Iridologists.
6. Abide by the rules of the Association as expressed in this Code of Ethics and in the Association's Code of Practice, and respect and honour the objects of the Association as defined in the Constitution and Preamble.