

# Taking the industry to the next level

## Company

Sydney University/ Naturopaths and Herbalists Association of Australasia (NHAA)

## Problem/opportunity

The natural health sector is very fast moving with rapid changes to regulatory, professional and scientific standards, as well as public expectations. It can be challenging for industry to recruit and develop staff who can maintain product compliance and develop competitive advantages. Additionally, for postgraduate healthcare professionals, there are hurdles to remaining current and accessing independent education.

## Solution

E-learning platforms and remote learning provide a low cost, accessible and easily updated method for providing education to industry and health care professionals. During 2020 and the Covid-19 pandemic, such learning became the only way to deliver education.

We were approached by Sydney University to contribute to an online postgraduate course for industry (Pharmaceutical and Medical Device Development).

The professional naturopathic, General Practice and pharmacy community also approached us for accessible, up to date and low-cost educational services, to be provided online.

Our global community of researchers and other specialists provide a resource for content to provide to such education.

## Our role

Pollard oversaw the delivery of this education with the help of an extensive network of international specialists.

## Outcomes

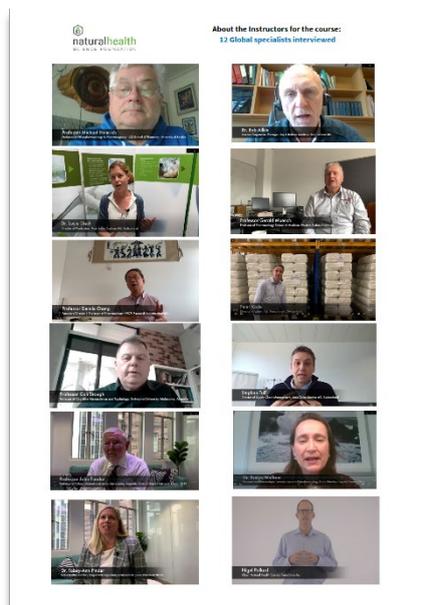
For Sydney University we developed 3 lectures within the PHAR7815 Regulation of Complementary Medicines course. "The Source to Benefit Journey for Natural Health Products", describes how natural health products are made and how they are made consistently.





"Sustainability Issues with Natural Health Products", covers the particular challenges of variable demand, deliberate or mistaken adulteration, the need for transparency and responsible marketing.

"Opportunities for Improvement in the Regulation of Complementary Medicines" examines the heterogenous and increasingly complex regulatory environment for natural health products and possible regulatory and civil society changes to create a positive, evidence based environment.



For health professionals, courses on “natural health products and scientific evidence” have been developed for naturopaths and herbalists, pharmacy staff and GPs.

These courses consist of up to 8 lessons which amount to 3 hours of content. With additional reading and case studies the Naturopaths and Herbalists Association of Australasia (NHAA) have approved the content and awarded 10 hours of study to the course.

Through our extensive network we interviewed 12 international specialists, and sourced video and other visual content to support this education.

For more information, please contact us at Metavate Consulting.

## Tags

Source to benefit, education, health care professionals, university, regulation