



ACCC Training: Navigating Anti-Competitive Conduct in Healthcare

Course Overview:

Understanding and avoiding anti-competitive behaviour is essential for healthcare organisations to maintain compliance with Australian Competition and Consumer Commission (ACCC) regulations. This one-day, face-to-face training course provides a comprehensive overview of the risks and responsibilities related to price-fixing, cartel conduct, market manipulation, and collusion, all within the context of the healthcare industry.

Through a blend of case studies, interactive exercises, and practical guidance, participants will gain the tools needed to identify and avoid anti-competitive practices. The course is designed to ensure that healthcare professionals at all levels understand their roles in maintaining compliance with ACCC laws.

What You Will Learn:

- **Introduction to ACCC Law:** An overview of the key aspects of competition law as they apply to healthcare businesses, including consumer protection.
- **Price Fixing and Collusion:** Learn to identify and avoid agreements that artificially fix prices or engage in collusive behaviour among competitors.
- **Cartel Behaviour:** Understand the implications of engaging in cartel conduct, such as bidrigging, market sharing, and production limitation, with specific case examples from the healthcare sector.
- **Market Manipulation:** Discover the legal boundaries of market behaviour, such as predatory pricing and exclusionary conduct, and how to steer clear of practices that harm competition.
- **Case Studies of ACCC Violations:** Review healthcare-related ACCC investigations and rulings to understand the consequences of non-compliance and learn from real-world breaches.
- **Roles and Responsibilities:** Gain clarity on the responsibilities of senior leadership, compliance officers, and staff in ensuring adherence to ACCC regulations.
- **What to Watch For:** Learn the red flags of anti-competitive practices in healthcare and how to address potential violations proactively.
- **Interactive Learning:** Participate in practical, hands-on exercises that simulate real-world scenarios, helping you apply the principles learned during the course.

Learning Outcomes:

- Build a comprehensive understanding of ACCC laws relevant to healthcare organisations.
- Identify and mitigate risks of price-fixing, cartel conduct, and market manipulation within your business.
- Recognise early warning signs of anti-competitive behaviour and take appropriate corrective actions.
- Develop and implement strategies to ensure compliance with ACCC laws, avoiding costly legal and reputational damage.
- Gain insights from real-world case studies, improving your understanding of the legal landscape in healthcare.
- Understand the roles and responsibilities of key team members in promoting a culture of compliance.

Who Should Attend?

This course is ideal for:

- **Healthcare Executives and Senior Managers:** Responsible for steering organisational compliance and maintaining ethical business practices.
- **Legal and Compliance Professionals:** Tasked with navigating ACCC regulations and ensuring that internal policies are aligned with competition laws.
- **Sales and Procurement Teams:** Engaged in contract negotiations and tenders, where anticompetitive risks can arise.
- **Marketing and Business Development Professionals:** Ensuring that competitive strategies comply with ACCC regulations.
- **Regulatory and Quality Assurance Teams:** Overseeing company compliance with legal frameworks in the healthcare industry.

Why This Course?

- **Led by Industry Experts:** Delivered by experienced professionals with a deep understanding of ACCC regulations and healthcare industry dynamics.
- **Hands-On and Interactive:** This face-to-face session includes practical exercises that mirror real-world scenarios, providing immediate, actionable takeaways.
- **Healthcare-Focused:** Tailored specifically for professionals in the healthcare sector, addressing the unique challenges and risks that organisations face in this industry.
- **Case Study Driven:** Learn from real-world case studies where companies in the healthcare sector have faced ACCC investigations and understand the impact of these breaches.

Course Format:

- **Delivery Mode:** One-day, face-to-face workshop.
- **Materials:** Comprehensive course materials, including case studies, regulatory guidelines, compliance checklists, and practical exercises.