



**Association of
Tongue-tie Practitioners**

Educate • Support • Care

ATP Constitution-Appendix 3

ATP Directory and Listings Policy (October 2023)

The purpose of this policy is to ensure that the parents, families, and service-users we serve, have full awareness and access to the services available to them, and to encourage and support the provision of tongue tie services across the UK.

The ATP constitution states:

“To facilitate parents to access safe and effective care from registered health professionals who, if appropriate, are registered or work within an organisation regulated by the Care Quality Commission (CQC), Healthcare Improvement Scotland (HIS) or the Regulation and Quality Improvement Authority (RQIA).”

This policy is to be further considered in line with the ATP Constitution (part 4; Membership).

Background

As our organisation continues to grow, it has become necessary to ensure that the directory listings remain in-line and concurrent with the criteria as set by our regulatory bodies.

Also there have been reports of clinics being listed by members that don't exist or not current in their adverts which has caused concern and a potential disservice to families and other ATP members. We hope that by providing these criteria for listing that any confusion is less likely to happen.

Criteria for listing

To help make the directory fair and equitable to all users, the ATP require the following criteria prior to acceptance into the ATP directory.

1. All members are required to provide their full professional name AND business name or the organisation they are employed by or have practising privileges. Please note that this is how the member's name will appear in the directory, followed by their professional credentials in brackets. NB: their professional name MUST match how it appears with your regulatory bodies register(s). Should a practitioner wish to include their preferred name to their listing, this can be included in brackets. I.E: Joseph (Joe) Bloggs IBCLC, RM. Business/company names are to be inputted into the first line of the member's location address only.
2. All members must be regulated by their professional body and their registration status must be current and active (ie nurse, doctor, dentist or health visitor-with active registration to NMC, GMC, GDC etc). The members professional PIN number must be provided.
3. All members are required to provide the registration / certificate number or the ID of their regulatory body (e.g., CQC, HIS, H&QIA) for the areas of the UK they work. This is so that when members of the public do their searches, they are aware of how each practitioner is regulated.
NB – this will not be required from members who reside and work in Wales until HIW begin regulation however will be required if members reside in Wales but work within a country that legally requires it.
4. One member name is allowed per listing. Should a member hold a service with one or more members, then each member will need to be listed and pay separately.
5. Members will need to confirm that they have current Professional Indemnity Insurance. For members employed or working with a practising privileges arrangement, this will be detailed within contractual agreements.
6. When listing a home visiting service, members may only list ONE postcode of their choice. To 'catch' a wider catchment area they may consider widening their mileage or adding additional clarifications on their website. The radius of travel is set at the member's own preference and is a maximum mileage in terms of distance rather than travel time. The default search is set at 30 miles and can be adjusted by those searching.
7. When listing a clinic service, we will need evidence detailing the member's name and the address of the clinic venue. Only one piece of 'evidence' is necessary per clinic service offered. Any form of documentation is accepted that has the member's name/organisation name and full CLINIC VENUE address visible. (Examples may include terms of a venue contract (signed by both parties), an invoice in the

member's name detailing the clinic address to be evidenced, copy of a contract to the building (signed by both parties), their 'Public Liability' insurance agreement for the registered clinic address, or an equipment order ie scissors invoice). This needs to be an original, official document. Editable documents such as 'Microsoft Word' or similar will not be accepted.

8. Members (all listing services) are required to submit 'evidence' the service exists. This ensures that the new directory is accurate and up to date, but also as this is where your regulatory body may attend to inspect your service. Only one piece of 'evidence' is necessary per service offered. This 'evidence' could be an invoice in the member's professional/business name with the address. (Examples may include a copy of an invoice for equipment ie scissors.) Should a member have a company website, the service advertised on it is also counted as 'evidence'. This needs to be an original, official document. Editable documents such as 'Microsoft Word' or similar will not be accepted.

If this evidence has already been produced as part of point 7, that will suffice.

9. Members may list one service for their £20 annual fee and any additional listings will incur a £5 fee per listing. There is no upper limit for private clinic entries: providing that you can evidence each clinic appropriately. Only one listing is permitted for home visits.

Directory listing amendment fees will apply from 2024.

There remain no charges for NHS listing entries.

10. NHS listing entries will need to include generic service contact details to avoid the need for frequent updating. Referral criteria is encouraged to be disclosed for upload to the ATP website.

11. One form submission per service or for each clinic location is required.

Data protection

The ATP will not share any personal identifiable data or documents outside of the committee without your agreed consent.

Maintaining an up-to-date listing

Members are responsible for keeping their listing up to date and will need to inform the membership secretary (membership@tongue-tie.org.uk) at their earliest convenience of changes to their listings within the directory by using the relevant forms submitted through the website. (<https://www.tongue-tie.org.uk/directory-amendment-form>). One amendment form per service or for each clinic location is required.

Compliance

ATP members are autonomous and accountable to families, regulatory bodies, and themselves and so any suggestion of a breach in the way services are listed is taken very seriously. It could be considered as dishonest and fraudulent behaviour not only by ATP but also by colleagues and regulatory bodies. CQC, HIS and R&QIA also have the right to spot-inspect any advertised service unannounced and work closely with other regulatory bodies too (such as NMC, GDC & GMC) who may consider investigating such matters further.

ATP Members who continue to advertise a non-existent service type will be subject to the ATP professional code of conduct policy (<https://www.tongue-tie.org.uk/constitution>). The ATP committee reserves the right to remove any listing and/or membership without refund, and members may also be referred to their regulatory and governing bodies for further investigation should this be felt necessary. As per the ATP constitution Part 4-Membership section (g) an independent arbitrator service appointed by mutual agreement and the right to appeal remain applicable.

The NMC code of conduct is structured around four themes that set common standards of conduct and behaviour by those on their register. The ATP concurs with these principles and these standards are considered applied to our members regardless of their regulatory body.

1. Prioritise people.
2. Practice effectively.
3. Preserve safety.
4. Prioritise professionalism and trust.

All services/members are subject to randomised checks to ensure their service meets with these standards and to ensure that the directory remains current and up to date.

Any requests or changes to this document is recommended to be put in writing and addressed to our membership secretary membership@tongue-tie.org.uk for ATP committee consideration. This policy will be reviewed annually at our AGM in line with the ATP constitution.

Useful links:

<https://www.tongue-tie.org.uk/constitution>

<https://www.tongue-tie.org.uk/directory-application-form>

<https://www.tongue-tie.org.uk/directory-amendment-form>

<https://www.tongue-tie.org.uk/nhs-listings-application-form>