



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: TRACKIT:52132  
Contact Officer: Gina D'Ettorre  
Contact Number: 03 9290 1483

GPO Box 3131  
Canberra ACT 2601

4 September 2013

23 Marcus Clarke Street  
Canberra ACT 2601

Lachlan McPherson  
Director  
Healthsite

tel: (02) 6243 1111  
fax: (02) 6243 1199

[www.accc.gov.au](http://www.accc.gov.au)

**By email: [lachlan@healthsite.com.au](mailto:lachlan@healthsite.com.au)**

Dear Mr McPherson

**Third line forcing notification N96934 lodged by Health Media Group Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 August 2013. The notification has been placed on the ACCC's public register.

Health Media Group Pty Ltd, trading as Healthsite, proposes to give a discount in relation to online services with Healthsite, to healthcare providers on condition that the provider acquires or agrees to acquire membership services from Medibank Private Members' Choice Network.

Legal protection conferred by the notification will commence on 13 September 2013.

On the basis of the information you have provided it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the legal protection provided by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Healthsite and any other relevant parties will disclose all relevant terms and conditions to prospective customers.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Gina D'Ettorre on 03 9290 1483

Yours sincerely

Dr Richard Chadwick  
General Manager  
Adjudication Branch