

Sample portfolio screen

An anonymised example of what a Scriptline audit looks like when it lands in your inbox. Every site, quote and finding below is invented for illustration.

Prepared for Sample agency (a real report names your agency here)
Sites screened 32
Rule set v0.2
Screened Illustrative — a real report carries the date and time range
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Read this first. Findings below indicate matters requiring review. They are not determinations of breach. Whether a contravention has occurred is decided by the Therapeutic Goods Administration, by a National Board through Ahpra, by a tribunal or court, or in some cases by a state complaints body. Automated screening is indicative only and every match needs human review in context. Scriptline does not provide legal advice and is not a law firm. Tier letters and rule codes are Scriptline's own internal references, not citations to any published instrument — the citation is always the linked source.

SUMMARY

What the screen returned

Of 32 sites, 24 came back with nothing worth your time. The table below is the whole picture, including the matches that were raised by a rule and then ruled out on review.

CATEGORY	WHAT IT MEANS	SITES
TIER A	A prescription-only medicine named outright, or a therapeutic claim made about one	2
TIER B	Restricted representation, or supply framing around a prescription pathway	3
TIER C	Pricing, inducement and cosmetic-procedure presentation	2
TIER D/E	Low-confidence wording. Listed so you know it was seen, not escalated	6
CLEARED	Matched a rule, then ruled out on review. Reason given in each case	4
UNREACHABLE	Did not respond when screened. An unreachable site is not a clear one	1
NOTHING FOUND	Screened clean against the current rule set	24

Counts overlap where a site returned findings in more than one category.

FINDINGS · TIER A

Worth looking at this week

Two sites. Both are single sentences rather than whole pages, and both are quick edits.

TIER A · A5

client-a.example / treatments

Prescription-only medicine named on a patient-facing page

"Our practitioners prescribe medicinal cannabis for eligible patients living with chronic pain."

Cannabis medicines are prescription-only. THC-containing products sit in Schedule 8, most CBD products in Schedule 4, and some low-dose CBD preparations in Schedule 3. The page is addressed to consumers rather than to practitioners.

Source: TGA medicinal cannabis hub — tga.gov.au/products/unapproved-therapeutic-goods/medicinal-cannabis-hub

Suggested edit: describe the consultation and eligibility process without naming the substance, and move any product-level detail behind a practitioner login.

TIER A · A3

client-a.example / chronic-pain

Efficacy claim attached to a prescription-only medicine

"Studies show it reduces pain and helps patients lower their opioid dose."

A therapeutic claim made to consumers about a prescription-only medicine. The sentence sits three paragraphs above a booking button, so it reads as promotional rather than educational.

Source: TGA guidance, advertising therapeutic goods to consumers — tga.gov.au

Suggested edit: remove the efficacy sentence. If the clinic wants to keep an evidence discussion, move it behind the consultation, where it is a clinical conversation rather than advertising.

FINDINGS · TIER B AND C

Worth a look, not urgent

TIER B · T1

client-b.example / how-it-works

Supply framing around a prescription pathway

"Complete our two-minute eligibility check and receive an e-script delivered to your door within 24 hours. No referral needed."

Convenience-of-supply wording placed around a prescription-only pathway. On its own this is a presentation question rather than a substance question, but it tends to attract attention when it appears alongside a Tier A finding on the same domain.

Source: TGA guidance, advertising therapeutic goods to consumers — tga.gov.au

Suggested edit: keep the process description, drop the speed and delivery promise.

Outcome guarantee offered with an inducement

“Results guaranteed, or your next treatment is free.”

A guaranteed outcome and a free follow-up treatment in the same sentence. Both are addressed in the National Boards' guidelines for advertising higher risk non-surgical cosmetic procedures.

Source: Ahpra — Cosmetic procedure advertising guidelines, commenced 2 September 2025

Suggested edit: replace with a satisfaction and review policy that doesn't promise a clinical result.

Per-unit pricing presented as the headline for a cosmetic injectable

“Anti-wrinkle injections from \$9 per unit.”

Price presentation for a higher risk non-surgical cosmetic procedure. The concern is the framing rather than the number: a per-unit price as the headline invites comparison shopping on dose.

Source: Ahpra — Cosmetic procedure advertising guidelines

Suggested edit: lead with the consultation fee and treatment plan, and put per-unit detail after the clinical information.

CLEARED

Matches that were raised, then ruled out

These are in the report on purpose. A screening tool that only shows you its hits is asking you to take its accuracy on faith. Four matches were suppressed on review; here are two of them.

CLEARED · N4

client-d.example / information

Disclaimer, not promotion

"Client D does not advocate the use of therapeutic goods that have not been assessed by the TGA. Information on this page is for educational purposes only."

The rule matched the phrase about unassessed therapeutic goods. On review the sentence is a compliance disclaimer, and the surrounding page carries no product claim. Suppressed, and the site is credited for having it.

CLEARED · N7

client-e.example / faq

Correct explanation of why a product can't be named

"We can't name specific medicines on this website. Your practitioner will discuss options with you at your consultation."

Matched on proximity to a substance discussion. On review the sentence explains the restriction rather than working around it, which is the outcome the guidance is aiming for. Suppressed.

METHOD

How this was produced

Publicly accessible pages on each domain were fetched and read against rule set v0.2, which encodes published TGA and Ahpra advertising guidance. Every match is graded A to E by confidence, quoted verbatim, and linked to its source. Matches sitting close to a compliant disclaimer or an equivalent negating phrase are suppressed and reported separately.

The screen obeys robots.txt, runs rate limited, and identifies itself with a contactable user agent in server logs. Archive history, where included, is read from public archive snapshots and is reported only where snapshots exist. It is never estimated. No login-protected or practitioner-only page is accessed.

WHAT HAPPENS NEXT

In a real engagement you'd get this as a PDF you can forward to a client without editing it, plus a short covering note listing the edits in priority order. If a finding doesn't hold up when you open the page, tell me — that's how the rule set improves, and I'd rather hear it from you than have you quietly stop trusting the report.

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