

Advertisement Guidelines for Healthcare Facilities & Services



Seminar on Vetting of Medicines Advertisement
Tropicana Golf & Country Resort
2nd April 2013



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Ministry of Health

CONTENTS

- **Relevant Sections of MASA '56**
- Scope of Control
- Guidelines for Healthcare Facilities & Services
- MAB Policy & Decision
- Examples

RELEVANT SECTIONS of MASA'56

- S4A - Prohibition of advertisements referring to **skill or service** relating to the treatment/prevention/diagnosis of any disease/body condition without approval from the MAB

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SCOPE OF CONTROL

- Private Hospitals
- Private Clinics
- Radiology Clinics
- Medical Laboratories

(operated by a registered medical practitioner having a valid annual practising certificate under the Medical Act 1971)

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GUIDELINES

Advertising Guidelines for Healthcare Facilities & Services are intended to complement the provisions of the Medicines (Advertisement and Sale) Act 1956 (Revised 1983) and the Medicines Advertisements Board Regulations 1976

GUIDELINES

Para 1.4

- Registered medical practitioners who wish to advertise their facilities or services should also abide by the **'Code of Professional Conduct'** of the Malaysian Medical Council and related guidelines and directives issued by the Council.

GUIDELINES

Para 3.0 - Exemptions

- Information circulated within the profession through medical journals and newsletters
- Calling cards, Letterheads, Rubberstamps and Signboards (clinic/road directional)
 - Should abide by the 'Guidelines on Dissemination of Information by the Medical Profession' (MMC)

GUIDELINES

Para 3.0 - Exemptions

- Seminar, Public Lecture, Public Forum Announcements
 - title / topic, date, venue, speaker's name and place of practice, speaker's picture (Passport size), and contact person/number for enquiries.
- Advertorials, Educational Articles, Community Health Messages
 - practitioner's name, registered field of practice and place of practice

GUIDELINES

Para 4.0 - Information which is Allowed

- Name & location
- Telephone number
- Hours of service
- Types of accommodation and facilities
 - E.g. Surgical, Maternity, A&E, Orthopedic
- Charges for the various services and facilities
- Photographs of practitioner(s) should not exceed 'Passport' size
- Name, qualification & field of specialty of practitioners

GUIDELINES

Para 4.0 - Information which is Allowed

- Accreditation / Award Announcement, Congratulatory Message
 - Recognised certification received by the healthcare facility
 - e.g. ISO, hospital accreditation, national or international quality awards, initiative awards, etc
 - Congratulatory message on the occasion of opening / launching of a new wing / branch / department / discipline / healthcare facility / equipment.
- The validity period is **one month** from the date of approval of the advertisement.

GUIDELINES

Para 5.0 - Information which is Not Permitted

- Promotion of any individual practitioner's skills, knowledge and experience
- Comparison, either direct or implied between healthcare facilities
- The use of superlatives
 - e.g. 'the best', 'the first', 'latest', 'state-of-the-art', 'unique', 'most advanced', 'breakthrough' etc
- Display of Human Tissue Specimens and Photographs

GUIDELINES

Para 7.0 - Inducements to the Public

- No financial inducements or benefits for treatment by way of **sales promotions** or **discounts** on professional fees shall be offered to the public.

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MAB POLICIES

3/2012 Advertisement on healthcare facilities and services in a medium which only features healthcare facilities and services without other general commodities on products or services on the **internet website** is **allowed**.

MAB POLICIES

12/2007
(amended
MAB
3/2011)

Use of celebrity in advertisement

MAB **does not** allow any advertisement which uses

- Patients receiving treatment
- Professionals (Doctors, Dentists, Pharmacists)

The use of a celebrity in an advertisement may be allowed upon the discretion of the MAB on a case by case basis where celebrity

- Local / International celebrity
- Local / International athlete
- Local / International model



MAB POLICIES

7/2007 Medical Service Advertisements (Aesthetic Medicines)

The applicant is required to give a list of the registered medical practitioners involved and their full qualifications and training in the field of aesthetic medicine.

MAB POLICIES

7/2004 Advertisement Application of Services From Other Country

The Medicines (Advertisement & Sale) Act 1956 requires the Annual Practicing Certificate (APC) issued by Malaysian Medical Council (MMC) for advertisement application of medical services. Therefore, at the moment any application from other countries will not be accepted and permitted to advertise in Malaysian publications.

MAB POLICIES

7/2006 Request for amendments or changes to approved advertisement formats by MAB

- Requests for amendments must be submitted within **2 months** from the date of approval by MAB. After 2 months the applicant has to send in a new application for approval
- Amendments are allowed **once only**
- All amendments must obtain approval from

MAB Decision

MAB 3/2012 (19 July 2012)

- The Board has decided **not to allow** links to social networking sites (e.g. Facebook, Twitter and Blog) in the advertisement of medical products and healthcare facilities and services.
- The MAB also agreed that the **advertiser shall be liable** for all of the information displayed in these social networks.

www.pharmacy.gov.my

Bahagian Perkhidmatan Farmasi | Kami Sedia Membantu - Windows Internet Explorer

http://www.pharmacy.gov.my/v2/ms

Google

Favorites | BPFK - MOH Pharmaceutical Ser... | Welcome to MediaBanc A... | Suggested Sites | Get more Add-ons

Bahagian Perkhidmatan Farmasi | Kami Sedia Me...

Page Safety

Laman Portal Rasmi

BAHAGIAN
PERKHIDMATAN FARMASI
KEMENTERIAN KESIHATAN MALAYSIA



Bahasa Melayu

English

A A +A

Awam

Industri

Staf



PROFIL

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DOKUMEN & MEDIA

INFORMASI

PROFESION

HUBUNGI KAMI

Dokumen

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Garis Panduan

Rujukan

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Carian Dokumen

Galeri Media

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Senarai Ubat

Formulari Ubat Kementerian
Kesihatan Malaysia

Senarai Ubat Klinik 1Malaysia

Senarai Ubat Klinik Bergerak
1Malaysia

Senarai Ubat Penting Kebangsaan
(NEDL)

Portal BPF - Kini Berwajah Baru

Selamat datang ke Portal BPF serba baru! Portal BPF kini diperkemas dari aspek kandungan, paparan serta fungsi demi memberikan hanya yang terbaik...

1 2 3

Read more



Pengeluaran Lesen Borong Dadah
Berbahaya

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Pertanyaan Ubat

Carian Dokumen

Direktori Kakitangan

Formulari Ubat KKM

Intranet Farmasi

www.pharmacy.gov.my

Garis Panduan | Bahagian Perkhidmatan Farmasi - Windows Internet Explorer

http://www.pharmacy.gov.my/v2/ms/documents-library/guidelines

Google

Favorites | BPFK - MOH Pharmaceutical Ser... | Welcome to MediaBanc A... | Suggested Sites | Get more Add-ons

Garis Panduan | Bahagian Perkhidmatan Farmasi

Laman Portal Rasmi
BAHAGIAN PERKHIDMATAN FARMASI
KEMENTERIAN KESIHATAN MALAYSIA

Bahasa Melayu English

Awam Industri Staf

PROFIL PERKHIDMATAN DOKUMEN & MEDIA INFORMASI PROFESION HUBUNGI KAMI

Laman depan » Document & Media » Documents

Garis Panduan

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Tajuk

Cawangan

Penguatkuasaan Farmasi

- Any -

Amalan dan Perkembangan

Penguatkuasaan Farmasi

Dasar & Pengurusan Farmasi

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Update	Title	Files	Division
26 Mac 2013	Garis Panduan Perundangan Pengkejaran Bahan Kimia Baru Sebagai Racun Di Bawah Akta Racun 1952	Download (ID: 163) (76)	Penguatkuasaan Farmasi
18 Mac 2013	Garis Panduan Pengiklanan Produk dan Perkakas Perubatan	Download (ID: 1009) (37)	Penguatkuasaan Farmasi



Garis Panduan

Displaying 1 - 19 of 19

Tajuk

Cawangan

Penguatkuasaan Farmasi



Items per page

20



Apply

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26 Mac 2013	Garis panduan Permohonan Pengkelasan Bahan Kimia Baru Sebagai Racun Di Bawah Akta Racun 1952	Download (ID: 163) (76)	Penguatkuasaan Farmasi
18 Mac 2013	Advertisement Guidelines On Medical Products And Appliances	Download (ID: 901) (81)	Penguatkuasaan Farmasi
18 Mac 2013	Garis Panduan Pengiklanan Produk dan Perkakas Perubatan	Download (ID: 1009) (37)	Penguatkuasaan Farmasi
07 Mac 2013	Medicine Advertisement Board Policy & Decision	Download (ID: 873) (61) Download (ID: 874) (34)	Penguatkuasaan Farmasi
07 Mac 2013	Panduan Undang-Undang Untuk Klinik Swasta Berkaitan Perekodan, Pelabelan, Penyimpanan dan Pelupusan Racun dan Bahan Psikotropik	Download (ID: 151) (120)	Penguatkuasaan Farmasi
07 Mac 2013	A Guide To Legislations on the Recording, Labelling, Storage and Disposal of Poisons and Psychotropic Substances Applicable to Private Clinics	Download (ID: 151) (120)	Penguatkuasaan Farmasi
07 Mac 2013	General Guideline On Application For Poison Licence, Permit & Import/Export Authorization For Controlled Substances	Download (ID: 886) (73)	Penguatkuasaan Farmasi
07 Mac 2013	Garis panduan Umum Permohonan Lesen Racun, Permit, Dan Kebenaran Import/ Eksport Bahan Terkawal.	Download (ID: 914) (116)	Penguatkuasaan Farmasi
06 Feb 2013	Guidelines on Approval and Recognition of Pharmacy Programme	Download (ID: 469) (126)	Amalan dan Perkembangan
01 Feb 2013	Panduan Pengiklanan Untuk Kemudahan Dan Perkhidmatan Penjagaan Kesihatan (Hospital Swasta, Klinik, Klinik Radiologi, Dan Makmal Perubatan Swasta)	Download (ID: 147) (76)	Penguatkuasaan Farmasi

THANK YOU



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