

20. MEDICAL/HEALTHCARE ESTABLISHMENTS SERVICES

Guidelines

Medical doctors, clinics and hospitals may advertise subject to the following conditions:

References to the healthcare establishments and professionals should refer only to those registered in Singapore, and should not contravene the relevant Singapore Medical Association's ethical code.

- 1) Publicity by the licensee of the Healthcare Institutions (HCIs) licensed under the Private Hospitals & Medical Clinics Act must not provide information to the public in such a manner as to amount to soliciting or encouraging the use of the services provided. Such publicity are required to comply with the PHMC (Publicity) Regulations.

Private Hospitals & Medical Clinics Act and (PHMC) Publicity Regulations (extracts)

Licensee of a healthcare institution (medical clinic, Hospital, nursing home, laboratory service, etc) shall ensure that any publicity of the services provided complies with the following requirements:

- 2(a) Information to the public must be factually accurate and capable of being substantiated and must not be exaggerated, false, misleading or deceptive.
- 2(b) Publicity must not contain any information (comparative or otherwise), that may imply that the healthcare institution can provide treatment not achievable by others in the industry or create an unjustified expectation from the treatment provided.
- 2(c) Publicity must not contain any laudatory statements (including the statements of prominence or uniqueness) or superlatives to describe the services of the healthcare institution.
e.g. State-of-the-art technology, "best", "only", "first", claim on output/volume or speed of service (e.g "served more than 100,000 patients", "Botox in 5 minutes", "accurate diagnosis for the first time", etc)
- 2(d) Publicity shall not contain "Before and After" or only "After" treatment photos, testimonials on the healthcare institution's services, staff or endorsement by celebrity/media figures, number of success stories etc , as such information may "create an unjustified expectation from the treatment provided".
- 2(e) Publicity shall not feature links to third party website/advertising platform (e.g. newspaper, forums, blogs etc) containing other person's testimonial or endorsement about the HCI services. Such testimonials/endorsements would be deemed the same as HCI publicizing testimonials/endorsements directly in its publicity.
- 2(f) Publicity should not include promotional pricing e.g. lowest prices, promotion/"seasonal" packages, discounts, interest free instalments, complimentary services, giving away of promotional coupons for treatments during trade events, etc.
- 2(g) Publicity should not be deemed as "ostentatious" e.g. include the photo of a person performing a procedure/administering a treatment, photo of a healthcare practitioner exceeding "passport" size, etc.
- 3) Where a non-medical professional advertises, and the words or visuals used might confuse the reader, a footnote with the words "Not a medical doctor" should be included.
- 4) Education events are not considered Patients Care services and should not be co-located in Medical Clinics and Patient Care Areas in the Hospitals.

For more details on the Explanatory Guidance To The Private Hospitals And Medical Clinics (PHMC) (Publicity) Regulations, pls refer to <https://elis.moh.gov.sg/elis/publishInfo.do?task=download&pkId=175>

Reference

**Ministry of Health
PRIVATE Hospitals
and Medical Clinics
Act (Chaper 248)
(Regulatory
Compliance &
Enforcement Division,
Ministry of Health
Explanatory
Guidance to
the PHMC
(Publicity)
Regulations
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**SCAP
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