Circular No. (01-2021)

From  | Department of Healthcare Professions (DHP)/MOPH
To    | All Healthcare Practitioners and Healthcare Facilities in the State of Qatar
Subject | Advertisements & Social Media Platforms (SMP) Utilization by Healthcare Practitioners in the State of Qatar
Date  | 13 April 2021

EFFECTIVE IMMEDIATELY

Greetings from the Department of Healthcare Professions at MoPH,

Based on the Permanent Licensing Committee’s decision and in perusing the regulatory role of DHP in monitoring healthcare partitioners compliance to practice within their approved scopes/clinical/surgical privileges in order to provide services to the public through qualified, licensed practitioners in licensed healthcare facilities.

Thus, to ensure organizational accountability, patient protection and safeguarding of data and reinforcing the need for healthcare advertising to be accurate and safe, the Department urges all healthcare facilities and practitioners within the State of Qatar to ensure the validity and accuracy of information published on all social media platforms through the following:

1. It is prohibited to advertise in any form that is not consistent with professional dignity and ethics.
2. It is prohibited to use pictures, videos and language in advertisements which violates Islamic culture and societal traditions.
3. Practitioners’ credentials, including license number must be correctly stated. As well as the type of license obtained (temporary/permanent/locum), and scope of specialization (including academic qualifications), as recognized by Registration Section/DHP without any modifications (by deletion or inclusion of incorrect data).
4. To correctly state the approved clinical/surgical privileges only granted to the practitioner by the Registration Section/DHP without any amendment.
5. Advertisement on healthcare facilities must only be about regulated health services that use authorized medical equipment, that have previously been obtained approval from the MoPH, as it is not permitted to promote non-medical services.
6. It is permitted to advertise only about medical/therapeutic services using authorized drugs approved by the Department of Pharmacy and Drug Control at MoPH.
7. It is prohibited to promote pharmaceutical products or any medical services or lending their names for commercial purposes in any form of advertisements.
8. It is prohibited to use patients’ pictures, videos, and/or personal information in advertisements.

9. It is prohibited to videotape a patient undergoing surgery, or is under general anesthesia, to promote the facility and its practitioners for advertisement purposes, in any licensed healthcare facility.

10. It is prohibited to provide specific medical consultation to their followers through SMP.

11. It is expected to respect and comply to the State of Qatar copyright laws and regulations.

12. Content of advertisement must be approved in writing by both, medical director of the facility and practitioner, as all involved parties will be held liable in case of non-compliance.

This circular is applicable from the date of its’ issuance. The Department will monitor all advertisements and non-compliance with the above-mentioned instructions will result in taking legal actions against both healthcare facilities and practitioners.

Thanks for your cooperation,

FTP / Department of Healthcare Professions

Ministry of Public Health

For more information

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