



CIRCULAR NO. (01/2022)

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| From | : | Department of Healthcare Professions (DHP)/MOPH |
| To | : | All Healthcare Practitioners and Healthcare Facilities in the State of Qatar |
| Subject | : | Amendment of circular #1-2021 ,Advertisements & Social Media Platforms (SMP) Utilization by Healthcare Practitioners in the State of Qatar |
| Date | : | 26 April 2022 |

EFFECTIVE IMMEDIATELY

Greetings from the Department of Healthcare Professions at MoPH,

In reference to Circular No. (1-2021) on 13 April 2021 and based on the Permanent Licensing Committee Decision No. (14/2020) and in perusing the regulatory role of DHP in monitoring healthcare practitioners compliance to practice within their approved scopes/clinical/surgical privileges 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:

- It is prohibited to advertise in any form that is not consistent with professional dignity and ethics.
- It is prohibited to use pictures, videos and language in advertisements which violates Islamic culture and societal traditions.
- It is prohibited to publish SMS messages or other means of advertising containing links to practitioner's personal social media applications/websites pertaining un-ethical pictures.
- Practitioners' credentials, including license number must be correctly stated. As well as the type of license obtained (temporary/permanent/locum), scope of specialization (including academic qualifications), and place of work as recognized by Registration Section/DHP without any modifications (by deletion or inclusion of incorrect data) and avoid including data that does not match the information in the electronic system of Registration Section/DHP/MOPH .
- Advertisement must only contain the approved clinical/surgical privileges which granted to the practitioner by the Registration Section/DHP without any amendment.
- 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.
- It is permitted to advertise only about medical/therapeutic services using authorized drugs approved by the Department of Pharmacy and Drug Control at MoPH.
- It is prohibited to promote pharmaceutical products or any medical services or lending their names for commercial purposes in any form of advertisements.
- It is prohibited to utilize patients' pictures and videos in advertisements without their consent.
- Avoid unauthorized access to patient's personal data, including pictures and its use to assure that de-identified data cannot be linked back to the user or patient in the advertisements without patients' consent.
- 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 without patient's consent, or his/her guardian in case of minors.
- It is expected to respect and comply to the State of Qatar copyright laws and regulations.
- Content of advertisements in Social Media Platforms (SMP) in Qatar 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.

Thank you for your cooperation

FTP / Department of Healthcare Professions
Ministry of Public Health

For more information
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