



# ADVERTISEMENT REGULATIONS HAVE CHANGED ARE YOU UP TO DATE?

<b>WHAT</b>	Updated the PHMC (Advertisement) Regulations which ensures licensees do not create unrealistic expectations or induce unnecessary healthcare consumption
<b>WHY</b>	❖ A changing advertising landscape (e.g. including social media and sponsored content) ❖ To better focus on advertising which promotes services vs. directory information
<b>WHEN</b>	From 15 April 2019
<b>MORE INFO</b>	Read the <b>Regulations</b> and <b>Explanatory Guidance</b> for details

## WE HAVE HEARD YOUR FEEDBACK AND THERE IS NO REGULATORY RESTRICTION ON:

**DIRECTORY INFORMATION**

1. Name & logo of healthcare institution
2. Physical, website & social media addresses
3. Contact details
4. Operating hours
5. Services provided and prices
6. Name & designation of healthcare professional
7. Registered professional titles
8. Qualifications accepted & recognised for display by relevant professional bodies

**STATEMENTS** (without laudatory terms)

Examples of **allowable** statements

*"Your family's one-stop clinic for common ailments & chronic conditions"*

*"Contact our staff for more information"*

*"Our care team of doctors, nurses & staff are here to provide you with an integrated care system"*

Examples of **prohibited** statements

*"Drop by our clinic this Saturday to find out more. Lunch will be on us."*

*"Visit us today. Consultation is free!"*

*"Call us now. The mother of all healthcare services."*

## REGULATORY RESTRICTIONS CONTINUE TO APPLY TO CONTENTS SUCH AS:

**LAUDATORY TERMS**  
More examples are listed in Explanatory Guidance Table 1.

*"Champion"*    *"Five star service"*  
*"Best"*        *"Only expert"*  
*"Gold Standard"*    *"Outstanding"*  
*"Premier"*

**BEFORE-AND-AFTER (or just after) PHOTOS**  
Further elaborated in Explanatory Guidance Paragraph 5.5.

BEFORE      AFTER

Just after 1 session!

**SOLICITING TERMS**  
Further elaborated in Explanatory Guidance Paragraph 5.8.

Prices Lowered Today!

1 for \$10  
5 for \$40  
10 for \$60

Please contact us at [eLis@moh.gov.sg](mailto:eLis@moh.gov.sg) for further clarifications

Look out for more advertising tips in the weeks to come!