



Kementerian Kesihatan Malaysia

GUIDELINES FOR PERMISSABLE CLAIMS IN SKILL AND HEALTHCARE SERVICE ADVERTISEMENTS EXEMPTED FROM MEDICINE ADVERTISEMENTS BOARD APPROVAL

www.pharmacy.moh.gov.my



M A B E - B O O K

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INTRODUCTION

The Enforced Act :

Generally, under the Medicines (Advertisement and Sale) Act 1956, advertisements of skill or service that contain the following elements require MAB's approval:

1

Skill and service

2

Claims to treat, prevent and diagnose

3

Diseases or human body conditions

4

Contains inducement or invitation to seek for such services

This is as stipulated under **Section 4A of the Medicines (Advertisement and Sale) Act 1956:**

4A. Prohibition of advertisements relating to skill or service

Subject to this Act, no person shall take part in the publication of any advertisement -



which refers to any **skill or service** relating to the **treatment, prevention or diagnosis** of any **ailment, disease, injury, infirmity or condition** affecting the **human body**; and



which is capable of **inducing**, or which contains an **invitation**, whether express or implied, to, any person to seek advice of the advertiser or any person referred to in the advertisement in connection with such skill or service



Provided that this section **shall not apply** to any advertisement published with the **approval of the Medicine Advertisements Board** established by the Minister, by any private hospital, private clinic, private radiological clinic, private medical laboratory operated by a registered medical practitioner having a valid annual practising certificate under the Medical Act 1971

EXAMPLE OF SERVICE ADVERTISEMENT

REQUIRE MAB'S APPROVAL

**SERVICE THAT TREAT
DISEASE**



**Trusted
Cancer
Treatment**

WE ARE HERE
FOR YOUR
HEALTHFUL
LIFE.

XYZ Medical Centre

012-12345678

**INDUCEMENT OR
INVITATION**

DO YOU KNOW



The publication of advertisements for skill and service does not require MAB's approval if the advertisement does not contain elements to treat, prevent or diagnose any disease or human body condition, such as the following:



Advertisements that do not refer to any skill or service relating to the treatment, prevention or diagnosis of any ailment, disease, injury, infirmity or condition affecting the human body



Calling cards, Letterheads, Rubberstamps and Signboards



Seminar / Public Lecture / Public Forum Announcements



Advertorials / Educational Articles / Community Health Messages



Accreditation / Award Announcement / Congratulatory Message





ADVERTISEMENTS THAT DO NOT REFER TO ANY SKILL OR SERVICE RELATING TO THE TREATMENT, PREVENTION OR DIAGNOSIS OF ANY AILMENT, DISEASE, INJURY, INFIRMITY OR CONDITION AFFECTING THE HUMAN BODY

The following are the examples of advertisements that do not refer to any skill or service to treat or prevent disease or human body condition:

i Advertisements of room rates in private hospital

Ensuite Room Promo
RM250

Seize our exclusive offer and elevate your stay with a room upgrade at a special price!

Comes with:

- Refrigerator
- Spacious Interior
- Reclining Armchair
- WiFi

Feel Luxury!

ORCHID WARD

Choose your room	Price
SINGLE STANDBY	RM 380
SINGLE DELUXE	RM 430
EXECUTIVE DELUXE	RM 650
VIP JUNIOR	RM 950
VIP SUITE	RM 1250
ISOLATION	RM350

ii

Advertisements with general statements such as examples below:

KLINIK ABC

• Gong Badak • Pengadang Baru • Panji Curve

"Because Your Life Matters"

KLINIK ABC

HOSPITAL PAKAR SPECIALIST HOSPITAL

KESIHATAN ANDA MISI KAMI

您的健康·我的使命

TALIAN KECEMASAN 24 JAM
+6012-12345678



ADVERTISEMENTS THAT DO NOT REFER TO ANY SKILL OR SERVICE RELATING TO THE TREATMENT, PREVENTION OR DIAGNOSIS OF ANY AILMENT, DISEASE, INJURY, INFIRMITY OR CONDITION AFFECTING THE HUMAN BODY

iii

Signboard displaying location and distance of a premis



iv

Introduction, history, vision and mission of a hospital or clinic



VISION & MISSIONS

VISION

Trusted Healthcare Provider of Choice

MISSIONS

- To give safe, quality, compassionate and personalize care to our customers
- To be a learning organization for employees
- To create sustainable value to our stakeholders
- To be accredited by recognised bodies

ABC GROUP

ABC Group was founded in 2012 in Sarikei, a quaint town nestled in the heart of Sarawak.

Today, ABC is one of the largest local primary healthcare companies in Malaysia, which setting up more than 90 entities across Sarawak, Sabah and Peninsular Malaysia. ABC offers a comprehensive range of primary healthcare services, including medical clinic, dental clinic and retail pharmacy. Envisioning to be the world's leading local healthcare services provider, ABC is committed to consistently provide affordable, professional and comprehensive healthcare services to the local communities. With strong supporting teams of dedicated healthcare professional, ABC promises to advance into public health services with great passion towards health and care.





CALLING CARDS, LETTERHEADS, RUBBERSTAMPS AND SIGNBOARDS

- Information published in professional calling cards, letterheads, rubberstamps, clinic signboards, road directional signboards, directory signboards in commercial complex does not require MAB's approval.
- However, it should abide by the '**Guidelines on Dissemination of Information by the Medical Profession (001/2006)**' and **Code of Professional Conduct 2019** set by the Malaysian Medical Council



Calling Card

A SPECIALIST HOSPITAL

Dr. Bernard Louis
MD (UKM), MS Ortho (UKM)
CONSULTANT ORTHOPAEDIC SURGEON
MMC No. 0000000

A Specialist Hospital
Jalan ABC, Bandar XYZ, Selangor

Signboard

KLINIK ABC

Letterhead



MS Medical Clinic
Jalan A, Bandar X, Selangor



SEMINAR / PUBLIC LECTURE / PUBLIC FORUM ANNOUNCEMENTS

Announcement or notice may only contain the following information:



Title or topic of the talk or forum



Date and venue



Speaker's name, place of practice and specialty



Speaker's picture (should not exceed one-third the size of the format)



Contact person / number for enquiries

Example:

PUBLIC HEALTH FORUM

Date : 21 July 2024

Time : 2.00pm - 5.00pm

Venue : Hotel W Perdana





Topic : Fight the Bite. Defeating Dengue
- Know, Prevent, Protect.

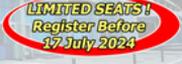
Speaker : **Dr ABC**
Consultant Internal Medicine Physician



Topic : 'Buah Pinggang & Anda'

Speaker : **Dr XYZ**
Consultant Internal Medicine Physician & Nephrologist

- Registration is **FREE**
- Refreshments **will be provided**







ADVERTORIALS / EDUCATIONAL ARTICLES / COMMUNITY HEALTH MESSAGES



- Educational articles regarding healthcare issues can be communicated to the public through speaking, writing and media broadcasting without MAB's approval.

Medical practitioners must ensure that the content of newspaper articles based on interviews is solely for public education. The media and medical practitioners are responsible for ensuring that the published articles do not violate the Act and the Guidelines in force.



ALLOWED

Name of medical practitioner

Accredited specialty

Place of practice



NOT ALLOWED

Contain elements of solicitation that encourage the public to seek consultation or treatment from them

Contain images of medical practitioners performing surgery or treatment procedures on patients





ACCREDITATION/AWARD ANNOUNCEMENT / CONGRATULATORY MESSAGE



Healthcare facilities are allowed to announce the following:

- Recognised certification received by the healthcare facility e.g. ISO, hospital accreditation, national or international quality awards, initiative awards, etc
- Congratulatory message on opening, launching of a new wing, branch, department, discipline, healthcare facility, equipment, etc.



which only contains information such as the following:

- Name
- Date
- Picture

CONGRATULATIONS
TO
ABC SPECIALIST HOSPITAL

on the
Official Launching of
ABC SPECIALIST HOSPITAL
30 March 2017.

ABC SPECIALIST HOSPITAL

**10 Years of
Consumer Confidence**
Keyakinan pengguna
selama 10 tahun

ABC HOSPITAL

ABC Hospital

**We are
JCI Accredited!**

Andi Kepercayaan Internasional

**Meeting International Safety &
Quality Healthcare Standards**

Heartiest Congratulations
on your achievement as the 1st Hospital in Malaysia to be
awarded JCI Accreditation



Kementerian Kesihatan Malaysia

MEDICINE ADVERTISEMENTS BOARD

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