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Kementerian Kesihatan Malaysia

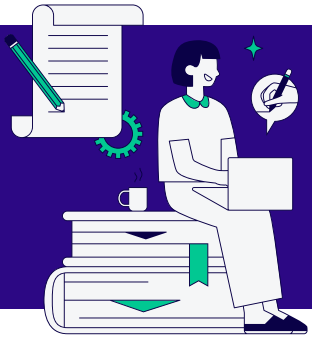
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GUIDELINES FOR PERMISSABLE CLAIMS IN SKILL AND HEALTHCARE SERVICE ADVERTISEMENTS EXEMPTED FROM MEDICINE ADVERTISEMENTS BOARD APPROVAL



MAB E-BOOK

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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 t**reatment, 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 i**nvitation**, 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



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:

1. 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
2. Calling cards, Letterheads, Rubberstamps and Signboards
3. Seminar / Public Lecture / Public Forum Announcements
4. Advertorials / Educational Articles / Community Health Messages
5. Accreditation / Award Announcement / Congratulatory Message



1 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**





ii **Advertisements with general statements such as examples below:**





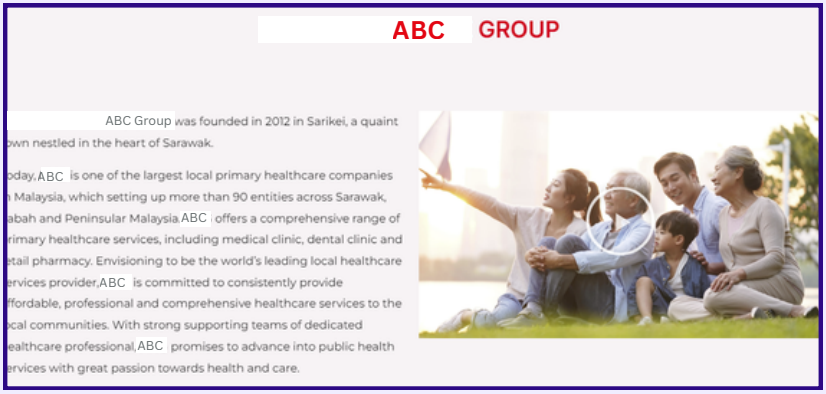
1 ADVERTISEMENTS THAT DO NOT REFER TO ANY SKILL OR SERVICE RELATING TO THE TREATMENT, PREVENTION OR DIAGNOSIS OF ANY AILMENT, DISEASE, INJURY, INFIRMITY OR CONDITION AFFECTING THE HUMAN BODY

iii Signboard displaying location and distance of a premis



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





2 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

3 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:



4 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

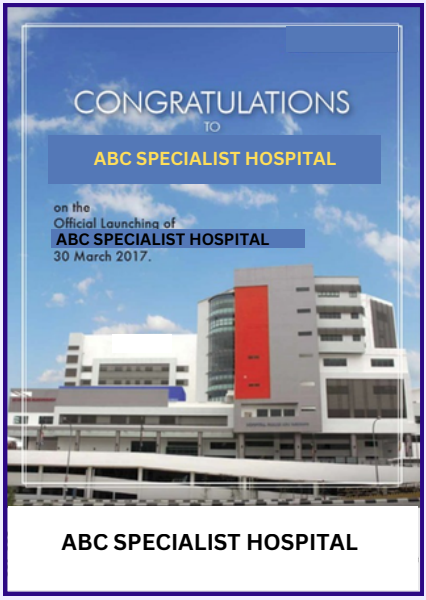
5 ACCREDITATION/AWARD ANNOUNCEMENT / CONGRATULATORY MESSAGE

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**



ABC SPECIALIST HOSPITAL







Kementerian Kesihatan Malaysia

MEDICINE ADVERTISEMENTS BOARD

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PUBLICATION 2025