



Punjab Medical Council

S.C.O. 25, Phase-I, S.A.S. Nagar, Mohali, Pin: 160055

(Tel: 0172-2266913, Fax: 2265104)

<http://www.punjabmedicalcouncil.com>

Email: pmc_chd@yahoo.com.

PUBLIC NOTICE FOR DOCTORS REGARDING GUIDELINES FOR ADVERTISEMENTS (CODE OF MEDICAL ETHICS)

Punjab Medical Council is dedicated to ensure quality medical care for the people of Punjab.

Punjab Medical Council has adopted Code of Medical Ethics (Professional Conduct, Etiquette and Ethics Regulations 2002 & 2004). All the Registered Medical Doctors registered with Punjab Medical Council are advised that if required they should give advertisements only as per the Code of Medical Ethics.

Some of the Registered Medical Practitioner (Doctors) indulge in wrong practices of giving unauthorized/ unethical advertisement in the press/Media which invites disciplinary action.

The following guidelines should be strictly observed for giving Advertisements by Doctors/ Nursing Home/ Hospitals/ Clinics/ Pathology Labs/ Diagnostic Centers/ Health Care Institutions in the State of Punjab.

1. As per the guidelines of the Medical Council of India an information in the press can be released in any of the following case.
 - On starting practice.
 - On change of type of practice.
 - On changing address.
 - On temporary absence from duty.
 - On resumption of another practice.
 - On succeeding to another practice.
 - Public declaration of charges.
 - Acquiring new equipment or starting a new procedure or operation.

The Advertisement in the press shall not be more than 15cm x 10cm and shall be black & white. The advertisement shall not carry photograph of the Doctor/ Building/ Equipment/ Procedure. In no way it should appear that the material in the advertisements, in one way or the other seems to solicit patients and should not violate the Code of Medical Ethics in any way as outlined in Chapter 6 & 7.

2. Hoardings of any size along the roadside or on building is **not** allowed.
3. Doctors working in Punjab shall **not be** allowed to put up hoardings of any size in Punjab and adjoining states like Haryana, Himachal, J & K, Rajasthan & Union Territory of Chandigarh or any where in India.
4. **Advertisements in any way on the F.M./ Radio/ Electronic Media is not allowed.**
5. **Advertisements in the form of strips on the Cable television is not allowed.**
6. Doctors are permitted to give Lectures/ Talks of mass awareness on television without giving his/her address. There should be no request to consult the particular doctor.
7. **Any Advertisement or talk or Article should not violate the guidelines given in the Code of Medical Ethics of Medical Council of India in any way.**

(Dr. P.P.S. Coonar)
Registrar