

# **Private Hospitals and Medical Clinics (Publicity) Regulations 2004**

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**No. S 281**

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## **PRIVATE HOSPITALS AND MEDICAL CLINICS ACT**

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(CHAPTER 248)

PRIVATE HOSPITALS AND MEDICAL CLINICS (PUBLICITY) REGULATIONS  
2004

In exercise of the powers conferred by section 22(1) of the Private Hospitals and Medical Clinics Act, Mr Khaw Boon Wan, Senior Minister of State, Ministry of Finance, charged with the responsibility of the Minister for Health, hereby makes the following Regulations:

**Citation and commencement**

1. These Regulations may be cited as the Private Hospitals and Medical Clinics (Publicity) Regulations 2004 and shall come into operation on 17th May 2004.

**Definitions**

2. In these Regulations, unless the context otherwise requires —

“healthcare institution” means any —

- (a) private hospital;
- (b) medical clinic;
- (c) clinical laboratory; or
- (d) healthcare establishment,

licensed under the Act;

“licensee” means the person issued with a licence under section 6 of the Act to use any premises or conveyance as a healthcare institution;

“publicity” means any form of advertisement and includes any advertisement —

- (a) printed in any medium for the communication of information;
- (b) appearing in, communicated through or retrievable from, any mass medium, whether electronic or otherwise; or
- (c) contained in any medium for communication produced or for use by a healthcare institution.

**Publicity subject to any written law and these Regulations**

3. Subject to these Regulations and to any other written law, the licensee of a healthcare institution may publicise or cause to be publicised the services of the

healthcare institution.

### **Publicity within Singapore**

4.—(1) The licensee of a healthcare institution shall ensure that any publicity of the services of the healthcare institution conducted by him or any other person on his behalf complies with the following requirements:

- (a) the information contained in the publicity must be factually accurate and capable of being substantiated, and must not be exaggerated, false, misleading or deceptive;
- (b) the publicity must not be offensive, ostentatious or in bad taste such as to undermine the honour and dignity of the medical, dental or nursing profession;
- (c) the publicity must not contain any information that —
  - (i) implies that the healthcare institution can obtain results from treatment not achievable by other healthcare institutions or create an unjustified expectation from the treatment provided; or
  - (ii) compares and contrasts the quality of the services of the healthcare institution with those provided by other healthcare institutions or deprecate the services of other healthcare institutions;
- (d) the publicity must not contain any laudatory statements (including statements of prominence or uniqueness) or superlatives to describe the services of the healthcare institution;
- (e) the information contained in the publicity must not contain any testimonial or endorsement of the services, including the services of any employee of the healthcare institution; and
- (f) the publicity must not provide information to the public in such a manner as to amount to soliciting or encouraging the use of the services provided by or at any healthcare institution.

(2) Where the licensee of a healthcare institution becomes aware of any publicity relating to the services of the healthcare institution which contravenes any provision of these Regulations, he shall take all reasonable steps to procure the rectification or withdrawal of the publicity, and to prevent its recurrence.

(3) Where it appears to the Director that any publicity relating to the services of a healthcare institution contravenes any provision of these Regulations, the Director may, after making due inquiry into the matter, order the licensee of the healthcare institution