



The Medical **Bulletin**

Ethics Corner

ETHICS IN ADVERTISING

Solicitation of patients directly or indirectly by a physician, a group of physicians, by institutions or by organizations

- Physician should not do it by himself.
- Others should not do it on his/her behalf.
- Should not publicize through lay channels or other modes
- Should not give promotion certificates / endorsements / recommendations for any drug, apparatus, appliance, tests etc.
- Should not boost up cases/ operations/ Cures or remedies, publically
- In relation to the above, the name, signature or photographs in any form should not be used.

Ethical Advertising only without photograph in press:

- On starting a practice.
- On change of type of practice.
- On changing the address.
- On temporary absence from duty.
- On resumption of practice.
- On succeeding to another practice.
- Public declaration of charges.

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