

## **Re: Code of Practice related to “Advertising” on Professional Services**

The Medical Council of Mauritius has recently been receiving complaints to the effect that since a recent past, certain private Health Institutions were resorting to advertisements on the health services they were offering with the names and photographs of the specialists allegedly with "exaggerated" qualifications and clinical skills.

Council wishes to draw the attention of all concerned specialists and through them the private Health Institutions on provisions made at paragraph 20 (1) and 20 (4) of part II of the code of practice in the Medical Council Act. Same are reproduced below for your information and for the information of the concerned Private Health Institutions:

20. (1) A Registered medical practitioner shall not advertise his professional services.

(4).Notwithstanding subparagraph (1), a registered medical practitioner may keep their professional and managerial colleagues informed of the services they offer and of the practice arrangements, provided that the material circulated in this way should not disparage, directly or by implication, the services provided by other registered medical practitioners nor should it claim superiority for the registered medical practitioner's personal qualities, qualifications, experience or skills.

All Registered specialists are therefore requested to ensure that all such advertisements mentioning their names are consistent with the Code of Practice mentioned above and this in order to avoid any litigation for breach in the Code of Practice.

Specialists are also requested to apprise the Directors of Private Health Institutions where they are offering their services to have their consent whenever any advertisements mentioning their names are put in the “press”.

Registrar's Office

Medical Council of Mauritius

June 25, 2013