



# Issue of a License for a Healthcare Advertisement in a Medical or Commercial Directory

## About the Service

This service allows customers to apply for a license for a healthcare advertisement in a medical or commercial directory, whether printed or digital

## Service Process

- To apply for e-services, create an account on MOHAP website or smart app with a username and password
- The customer shall register (for the first time) in the advertising licensing services program
- The customer shall log into the service, complete the online form and attach the required documents
- The customer shall pay the application fee (non-refundable)
- The official concerned will review the advertisement and documents, and either issue an approval or request amendments of the advertisement or documents
- Upon receipt of approval, the customer shall pay the fees online or through a Customer Happiness Center
- The customer shall print the ad design, including the MOHAP approval and the start and end dates of the license

## Required Documents

- Valid licences of the service provider
- Valid registration or classification certificates of any products or pharmaceuticals mentioned in the advertisement (if any)
- Additional documents may be requested depending on the format of the advertisement (such as design, text, images or storyboard)

## Conditions & Requirements

1. The advertising license from the Ministry of Health and Prevention does not exempt the institution from complying with the requirements imposed by other parties in terms of services and products contained in the material
2. Documentation must be provided for each product included in the licensed advertisement
3. Advertisements in languages other than Arabic or English must be legally translated into Arabic or English
4. One account must be opened for each healthcare institution holding a license from one of the licensing authorities to practice the healthcare professions in the UAE
5. One account must be opened under the name of each pharmaceutical group upon registration, subject to their registration as a group with the healthcare licensing authority (with a list of all pharmacies affiliated within the group, stating the pharmacies' names, the start and end dates of the license, and contact details of each pharmacy)
6. One account must be opened for each commercial organization licensed by one of the economic departments in the UAE, provided that their activities are related to healthcare
7. Every healthcare institution is permitted to open one account. If more than one account is opened for the same institution, all of its accounts on the program will be frozen

## Service completion duration

- 1-3 working days

## **Service fees**

## **Service channels**

## **Service locations**

- MOHAP Website - [www.mohap.gov.ae](http://www.mohap.gov.ae)
- MOHAP Smart App
- Service Centers

## **Support**

- Email: [info@mohap.gov.ae](mailto:info@mohap.gov.ae)

## **Payment channels**

- E- Payment

## **Target audience**

- Investors in the healthcare and pharmaceutical sectors

## **Resources**

- [Chemical, Herbal and Natural Products](#)
- [Educational Health Campaigns](#)
- [Free Health Service Campaigns](#)
- [Guide to get printed confirmation of ad approval -renew - amend](#)
- [Guidelines for Health Advertisement Approval Requestion](#)
- [health Advertisement Fees - English](#)
- [Health Scientific Activities](#)
- [Health Service Abroad \(Medical Tourism\)](#)
- [Institutions, Medical and Health Services - Doctors and Health Professionals](#)
- [Infographic - Issue of a License for a Healthcare Advertisement in a Medical or Commercial Directory - PDF 361KB](#)

## **Department name**

Licensing and Accreditation

## **Sector name**

Health Regulation

## **Main service**

Healthcare Advertisement Licencing

**Service Code**

110-05-029-000

**Service Classification**

Transactional

**Sub Service Type**

Variation

**Service Type**

Government to Business

**Related Services**

- This service is not linked to any other services

**Service Bundle**

This service is not linked to any bundles

**Number of Transactions**

1701

**Notes**

This service accepts documents authenticated with the UAE PASS Digital Seal.

**Sustainable Goals**

Good Health And Well-Being