



# License for a Healthcare Advertisement through Call Centers

## About the Service

This service allows customers to apply for a license to establish and operate a call center related to healthcare products or services.

## Service Process

- Login to the MOHAP website or smart app using the UAE PASS to apply for the service.
- 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 employee concerned will review the advertisement and documents, and either issue an approval or request amendments or additional documents.
- Upon receipt of approval, the customer shall pay the fee online or through a Customer Happiness Center.
- The customer shall print the ad design, including the MOHAP approval and the start and expiry dates of the license.

## Required Documents

- A letter from the facility stating the details and nature of the call center
- Valid licenses for the call center employees
- Registration certificates of any products or pharmaceuticals involved

## 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. 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.
3. 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.)
4. 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.
5. 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

## Support

- Email: [info@mohap.gov.ae](mailto:info@mohap.gov.ae)
- Call Center: 80011111

## 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](#)
- [Medical Health Devices and Equipment's](#)
- [Suspension or Annulment of the Approval](#)
- [Infographic - License for a Healthcare Advertisement through Call Centers - PDF 363KB.pdf](#)

## Department name

Licensing and Accreditation

## Sector name

Health Regulation

## Main service

Healthcare Advertisement Licencing

## Service Code

110-05-031-000

## **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

## **Notes**

None

## **Sustainable Goals**

Good Health And Well-Being