



License for Healthcare Advertisement for a Non-Healthcare Institution

This service enables customers to apply for a license for a healthcare advertisement for a non-healthcare facility.

 Department name Licensing and Accreditation	 Sector Health Regulation	 Main Service Healthcare Advertisement Licencing	 Service Code 110-05-036-000
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 Service Classification Transactional	 Variation / Auxiliary Variation	 Service Type Government to Business
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Service Process

- 01 Login to the MOHAP website or smart app using the UAE PASS to apply for the service.
- 02 The customer shall register (for the first time) in the advertising licencing services program.
- 03 The customer shall log into the service, complete the online form and attach the required documents.
- 04 The customer shall pay the application fee (non-refundable).
- 05 The employee concerned will review the advertisement and documents, and either issue an approval or request amendments or additional documents.
- 06 Upon receipt of approval, the customer shall pay the service fee online.
- 07 The customer shall print the ad design, including the MOHAP approval and the start and expiry dates of the license.



Required Documents

- Valid licenses of service providers/facility
- Valid registration or classification certificates of any products or pharmaceuticals mentioned in the advertisement

Additional documents may be requested depending on the format of the advertising material (such as design, text, image or storyboard)



Requirements & Conditions

- 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.
- Documentation must be provided for each product included in the licensed advertisement.
- Advertisements in languages other than Arabic or English must be legally translated into Arabic or English.
- One account must be opened for each healthcare institution holding a license from one of the licensing authorities to practice in the healthcare professions in the UAE.
- 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).
- 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.
- 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 Channels



MOHAP Website: www.mohap.gov.ae



MOHAP Smart App



Customer Happiness Centers (for fee payment only)

Resources

- Chemical, herbal and natural products
- 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



Average Service Time
1-3 working days



Payment channels
E-Payment



Target Audience
Investors in the healthcare and pharmaceutical sectors



- Service Locations**
- MOHAP Website
www.mohap.gov.ae
 - MOHAP Smart App



Related Services
This service is not linked to any other services



Service Bundle
This service is not linked to any bundles



Contact Details
Email
info@mohap.gov.ae
Call Center
80011111



Service Fees

Application fees:
AED 100

Fees for licensing healthcare advertisements depend on the category of the advertising facility's activity (clinic, healthcare center, hospital etc.) and the type of advertisement (print, audio, audiovisual). Click here to view the schedule of fees.

Sustainable Development Goals



Notes

None

FAQs

None.