



## License for a Healthcare Advertisement through Call Centers

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

**Department name**  
Licensing and Accreditation

**Sector**  
Health Regulation

**Main Service**  
Healthcare Advertisement Licencing

**Service Code**  
110-05-031-000

**Service Classification**  
Transactional

**Variation / Auxiliary Variation**

**Service Type**  
Government to Business



### 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 fee online or through a Customer Happiness Center.
- 07 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



### 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.
- 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.
- 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](http://www.mohap.gov.ae)



MOHAP Smart App



Customer Happiness Centers (for fee payment only)

### Resources

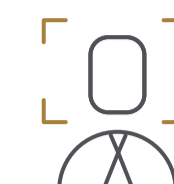
- Chemical, herbal and natural products
- Educational health campaigns
- Free health service campaigns
- Guide to get printed confirmation of ad approval
- Guidelines for health advertisement approval request
- Health advertisement fees - English
- Health scientific activities
- Health service abroad (medical tourism)
- Institutions, medical and health services - Doctors and health professionals
- Medical health devices and equipment
- Suspension or annulment of the approval



**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](http://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](mailto:info@mohap.gov.ae)  
**Call Center**  
80011111



### Service Fees

**Application fees:**  
AED 100

**Monthly healthcare advertising license for a call center:**  
AED 1,000 per month

**Annual healthcare advertising license for a call center:**  
AED 10,000 per year

### Sustainable Development Goals



### Notes

None

### FAQs

None.