


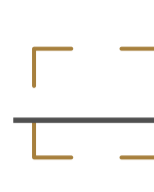







## License of Healthcare Advertisement for a Licensed Healthcare Institution in the UAE

This service enables customers to apply for a license for a healthcare advertisement for a healthcare facility in the UAE.

 <b>Department name</b> Licensing and Accreditation	 <b>Sector</b> Health Regulation	 <b>Main Service</b> Healthcare Advertisement Licencing	 <b>Service Code</b> 110-05-035-000
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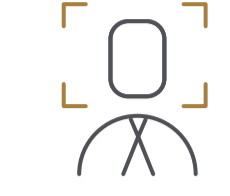
 <b>Service Classification</b> Transactional	 <b>Variation / Auxiliary Variation</b>	 <b>Service Type</b> Government to Business
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**Average Service Time**  
1-3 working days



**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



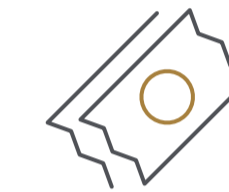
### Service Process

- 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 licensing 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.
- 07 The customer can print the ad design, including the MOHAP approval and the start and expiry dates of the license.



### Required Documents

None



### 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). Kindly refer to the attached schedule of fees.**



### 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.

### Sustainable Development Goals



### Notes

None

### 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

### FAQs

None.