NATIONAL MEDICAL COMMISSION

ETHICS AND MEDICAL REGISTRATION BOARD (EMRB)

Pocket-14, Sector-8, Dwarka Phase-1, New Delhi - 110077

No. R-13014/01/2024-Ethics Dated: 06 October 2026

PUBLIC NOTICE

Subject: Guidelines on Ethical Advertising and Public Communication by Hospitals, Medical Institutions, and Registered Medical Practitioners (RMPs)

1. Preamble & Context

Pursuant to the solemn directives of the Hon'ble Supreme Court of India in Writ Petition (Civil) No. 1160/2023, and under the statutory powers conferred by Section 27 and Section 57 of the National Medical Commission Act, 2019, the Ethics and Medical Registration Board (EMRB) hereby issues the following binding guidelines governing commercial publicity, digital marketing, public relations, and informational notices issued by or on behalf of healthcare institutions and medical professionals.

2. Comparative, Superlative and Absolute Outcome Claims (Page 2)

2.1 Section 2.1 — Superlative Claims: No registered medical practitioner (RMP) or hospital shall advertise themselves or their clinical establishment using superlative or comparative declarations such as "Best Doctor", "No. 1 Hospital", "Leading Specialist in Region", or "Top Surgical Center". The practice of medicine is an ethical vocation, not an unregulated commercial trade.

2.2 Section 2.2 — Guaranteed Cures & Absolute Outcomes: Advertisements promising "100% cure", "guaranteed relief", "guaranteed recovery", or permanent eradication of chronic conditions are strictly unlawful and constitute ethical misconduct. Medical outcomes are inherently biological and variable.

3. Patient Testimonials, Endorsements & Clinical Imagery (Page 2 - Page 3)

3.1 Section 3.1 — Patient Endorsements & Video Testimonials: Soliciting, publishing, or paying for patient reviews, video testimonials, celebrity endorsements, or patient interviews for commercial patronage is prohibited. Prior written consent by a patient does not exempt the institution from this ethical restriction.

3.2 Section 3.2 — Before-and-After Imagery: Publishing comparative "Before vs After" photographs or videos showing cosmetic, dermatological, surgical, or clinical transformations is impermissible as it creates misleading expectations in the vulnerable lay public.

4. Commercial Inducements, Discounts and Bundled Offers (Page 3)

4.1 Section 4.1 — Discounts & Rebates: Commercial inducement tactics, including discount percentages (e.g. "50% off on surgery"), limited-period festival packages, cashback offers, free checkup coupons tied to treatment packages, or referral commissions are strictly prohibited under the code of medical ethics.

5. Unverified Medical Titles & Unscientific Claims (Page 4)

5.1 Section 5.1 — Prohibited Claims: Claims of "miracle cures", secret remedies, unapproved therapeutic procedures, or unauthorized academic titles not recognized by the National Medical Commission are actionable under both NMC regulations and the Drugs and Magic Remedies (Objectionable Advertisements) Act.

6. Digital Marketing Agencies, Third-Party Promoters and Influencers (Page 4)

6.1 Section 6.1 — Non-Delegable Liability: Doctors, clinic directors, and hospital administrators cannot evade disciplinary liability by assigning advertising campaigns to third-party marketing agencies, PR consultancies, or social media influencers. All content published under their brand or name remains their direct legal responsibility.

7. Permissible Factual and Educational Communication (Page 5)

7.1 Section 7.1 — Permitted Disclosures: Medical institutions and RMPs are fully permitted to publicly announce factual, non-promotional information, including: verified medical degrees recognized by NMC, clinic physical address and contact numbers, consultation hours/OPD timings, available medical equipment/departments, and evidence-based public health advisories.

7.2 Section 7.2 — Public Education: Doctors are encouraged to conduct genuine health education on social media without inserting commercial solicitation or self-laudatory slogans.

By Order of the Ethics and Medical Registration Board (EMRB)

National Medical Commission, New Delhi