

Maharashtra Medical Council has seriously taken up the issue of Ethical Conduct, by the Registered Medical Practitioners, registered with the Council. Several organisations have complained to Maharashtra Medical Council regarding issue of advertisement by doctors in various forms. Advertisement in any form is strictly prohibited by the code of Medical Ethics Promulgated by Indian Medical Council, New Delhi vide Professional Conduct, Etiquette and Ethics Regulations 2002 Chapter 6 mentions.

### **6.1 Advertising:**

**6.1** Soliciting of patients directly or indirectly, by a physician, by a group of physicians or by institutions or organizations is unethical. A physician shall not make use of him/her (or his/ her name) as subject of any form or manner of advertising or publicity through any mode either alone or in conjunction with others which is of such a character as to invite attention to him or to his professional position, skill, qualification, achievements, attainments, specialties, appointments, associations, affiliations or honors and / or of such character as would ordinarily result in his self aggrandizement. A physician shall not give to any person, whether for compensation or otherwise, any approval, recommendation, endorsement, certificate, report of statement with respect of any drug, medicine, nostrum remedy, surgical, or therapeutic article, apparatus or appliance or any commercial product or article with respect of any property, quality or use thereof or any test, demonstration or trial thereof, for use in connection with his name, signature or photograph in any form or manner of advertising through any mode nor shall he boast of cases, operations, cures or remedies or permit the publication of report thereof through any mode. A medical practitioner is however permitted to make a formal announcement in press regarding the following:

- (1) On starting practice.
- (2) On change of type of practice
- (3) On changing address.
- (4) On temporary absence from duty.
- (5) On resumption of another practice.
- (6) On succeeding to another practice.
- (7) Public declaration of charges.