



License for Healthcare Advertisement for a Non-Healthcare Institution

About the Service

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

Service Process

- Login to the MOHAP website or smart app using the UAE PASS to apply for the service.
- The customer shall register (for the first time) in the advertising licensing services program.
- The customer shall log into the service, complete the online form and attach the required documents.
- The customer shall pay the application fee (non-refundable).
- The employee concerned will review the advertisement and documents, and either issue an approval or request amendments or additional documents.
- Upon receipt of approval, the customer shall pay the service fee online.
- 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)

Conditions & Requirements

1. 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.
2. Documentation must be provided for each product included in the licensed advertisement.
3. Advertisements in languages other than Arabic or English must be legally translated into Arabic or English.
4. 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.
5. 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.)
6. 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.
7. 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 completion duration

- 1-3 working days

Service fees

Service channels

Service locations

- MOHAP Website - www.mohap.gov.ae
- MOHAP Smart App

Support

- Email: info@mohap.gov.ae
- Call Center: 80011111

Payment channels

- E- Payment

Target audience

- Investors in the healthcare and pharmaceutical sectors

Resources

- [Conditions of license cancellation](#)
- [Fees for healthcare advertising services](#)
- [General guidelines for applicants for healthcare advertising licenses](#)
- [Guidelines for conforming the licensing - renewal- amendment of healthcare advertisements](#)
- [Registration controls - chemicals or products derived from natural sources](#)
- [Registration controls - medical and healthcare institutions, services, doctors and others practitioners of healthcare professions](#)
- [Registration controls - medical and healthcare institutions outside the UAE and medical tourism](#)
- [Registration controls - scientific activities](#)
- [Registration controls diagnostic healthcare campaigns and free treatment](#)
- [Registration controls for healthcare education campaigns](#)
- [Registration controls for medical and healthcare equipment and material](#)
- [infographic - License for Healthcare Advertisement for a Non-Healthcare Institution - PDF 363KB](#)

Department name

Licensing and Accreditation

Sector name

Health Regulation

Main service

Healthcare Advertisement Licencing

Service Code

110-05-036-000

Service Classification

Transactional

Sub Service Type

Variation

Service Type

Government to Business

Related Services

- This service is not linked to any other services

Service Bundle

This service is not linked to any bundles

Notes

None

Sustainable Goals

Good Health And Well-Being