UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION

Applicants User Manual - Version 1.0

Request for Health Advertisement

Updated: January 9th, 2024

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Service Description

This service enables users to apply for a license for Health Advertisements.

Requirements and 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.
- Documentation must be provided for each product included in the licensed advertisement:
    - Valid licenses of the service provider
    - Valid registration or classification certificates of any products or pharmaceuticals mentioned in the advertisement (if any)

      Additional documents may be requested depending on the format of the advertisement (such as design, text, images or storyboard)
- Advertisements in languages other than Arabic or English must be legally translated into Arabic or English.
- 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.

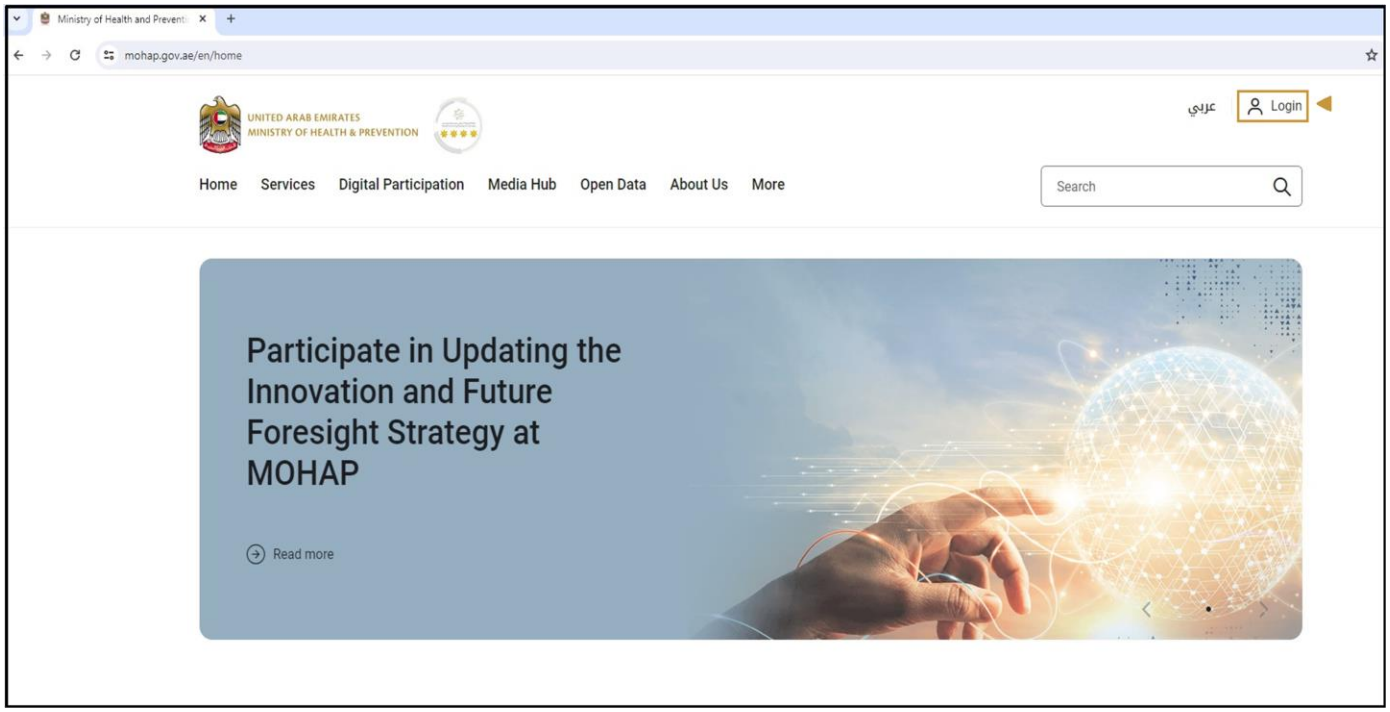
- One account must be opened under the name of each pharmaceutical group upon registration, subject to their registration as a group with the healthcare licensing authority (with a list of all pharmacies affiliated within the group, stating the pharmacies' names, the start and end dates of the license, 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 healthcare related.
- 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.

Steps to Avail the Service

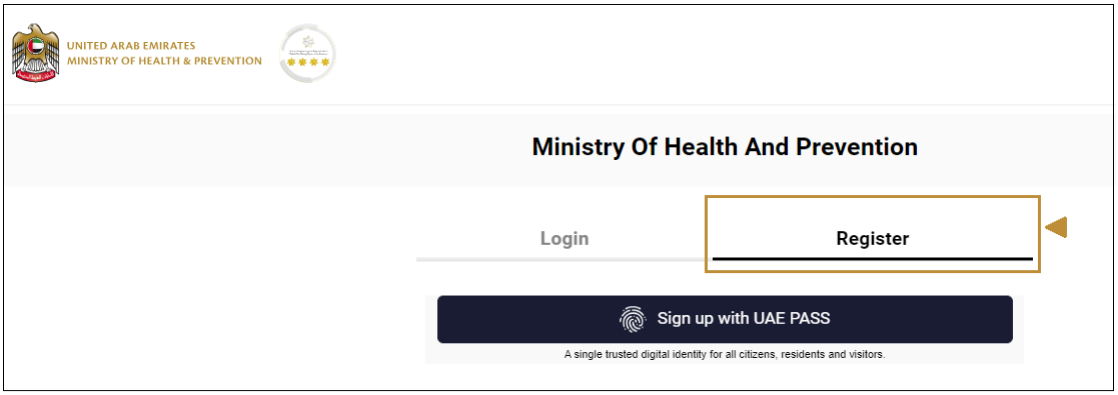
1. Require a MOHAP account to request for services. It is mandatory to link your UAE PASS to MOHAP account prior to accessing the MOHAP services. The first-time users need to register using their UAE PASS, and then can link their MOHAP accounts. If you are already a MOHAP user, login to your account using UAE PASS.
2. The customer shall register (for the first time) in the advertising licensing services program
3. The customer shall log into the service, complete the online form and attach the required documents
4. The customer shall pay the application fee (non-refundable)
5. The official concerned will review the advertisement and documents, and either issue an approval or request amendments of the advertisement or documents
6. Upon receipt of approval, the customer shall pay the fees online
7. The customer shall print the ad design, including the MOHAP approval and the start and end dates of the license.

Create New Account - Register/Sign up

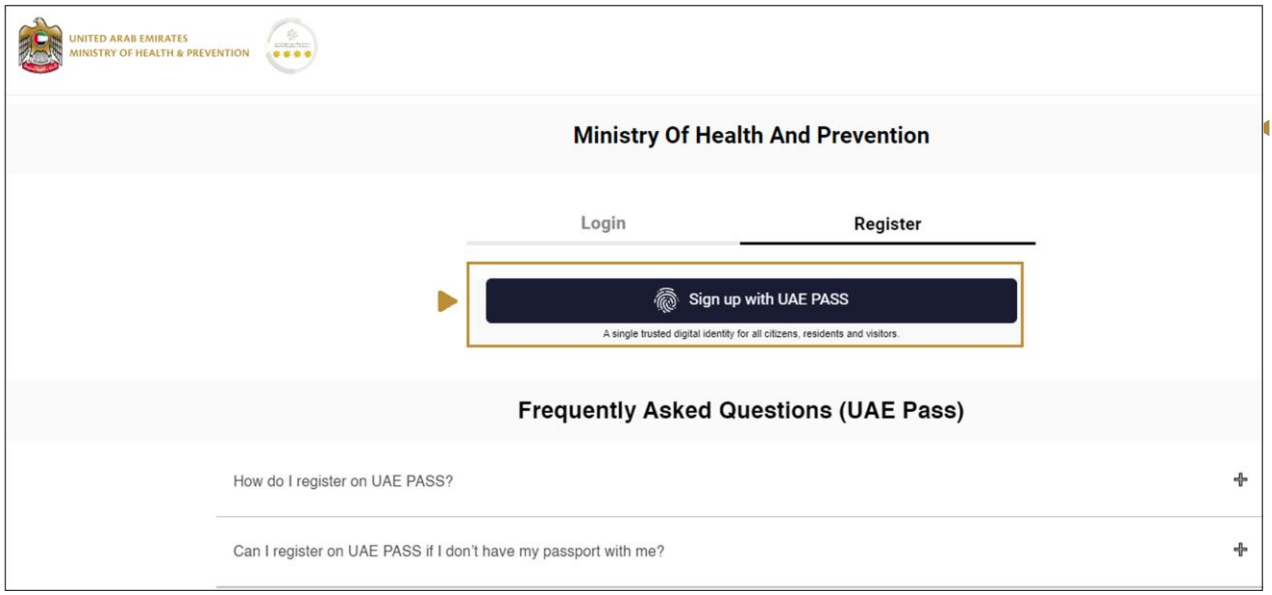
1. Visit the official website of the Ministry of Health and Prevention and click '**Login**' - https://mohap.gov.ae/en/home



2. Click '**Register**' if you are a new user.

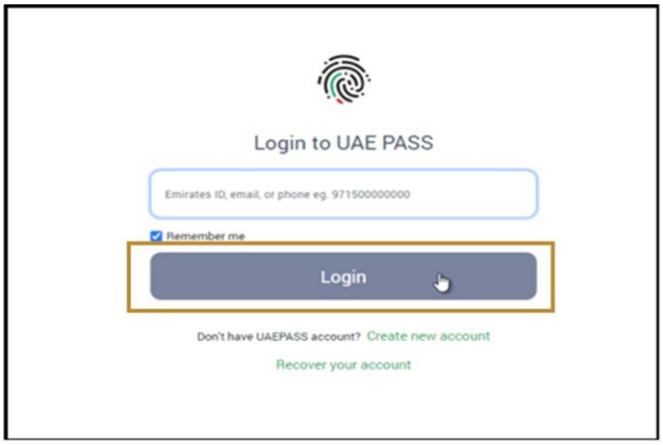


3. Click '**Sign up with UAE PASS**'.



Note: It is mandatory to link your UAE PASS to MOHAP account prior to accessing the MOHAP services.

4. Enter **Emirates ID** or **Phone** or **Email ID** and click '**Login'.**

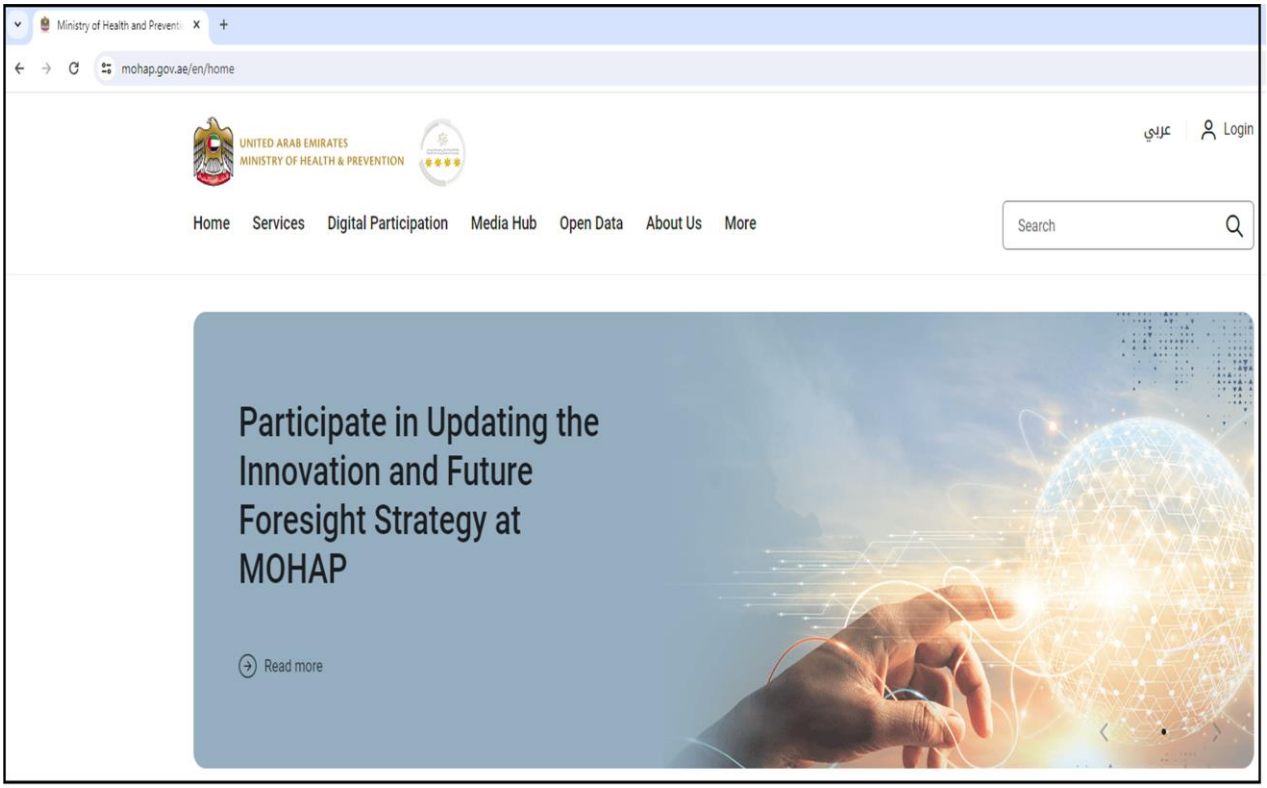


Please provide authentication on your mobile for UAE PASS to access MOHAP Services.
After completing authentication, your UAE PASS account will be the default MOHAP account.

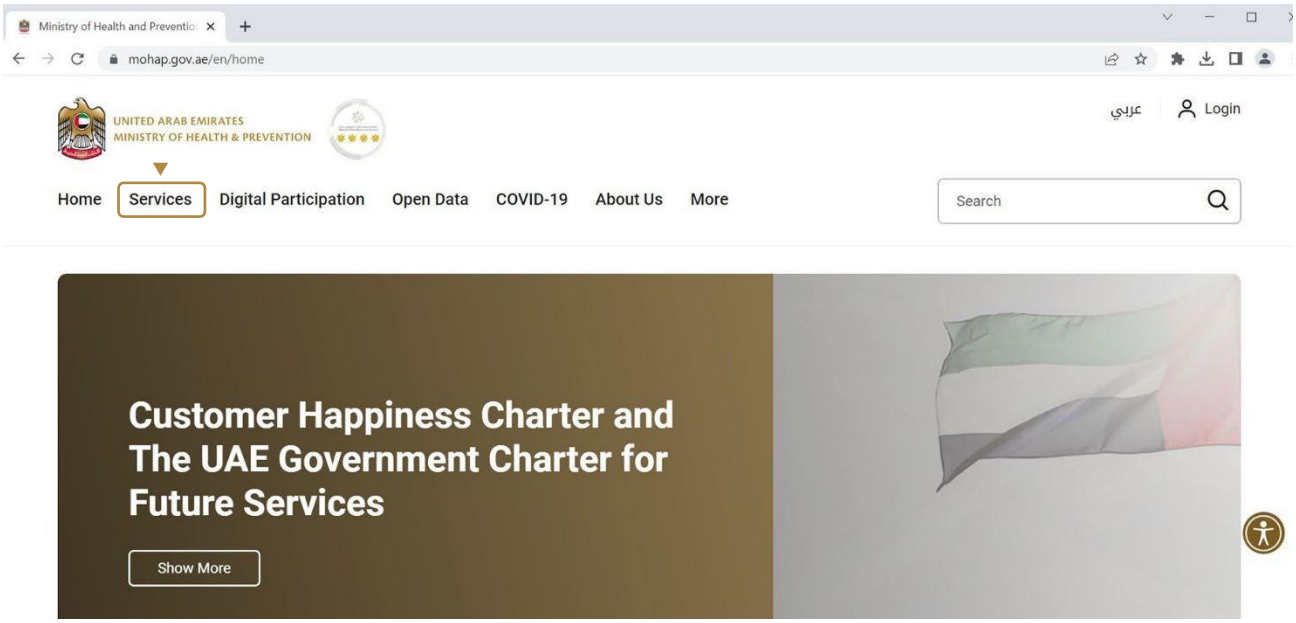
Login to the System

- If you already have linked your UAE PASS account with MOHAP account and want to access any of the services, follow the steps mentioned below.

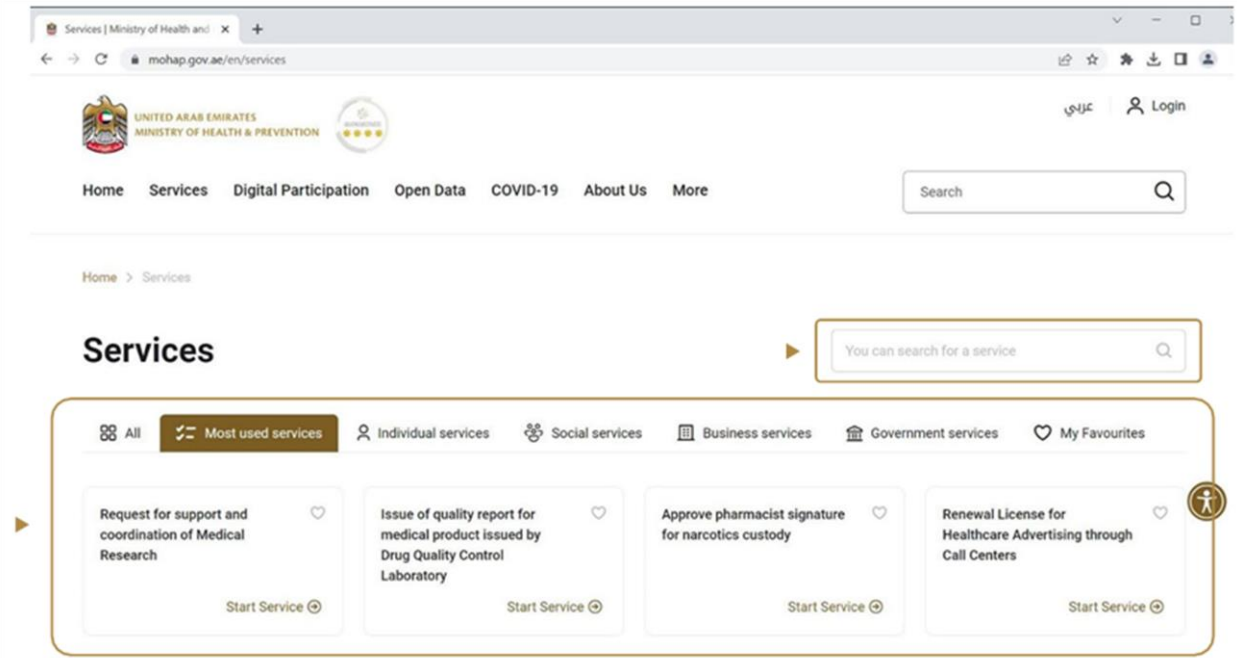
1. Visit the official website of the Ministry of Health and Prevention - https://mohap.gov.ae/en/home



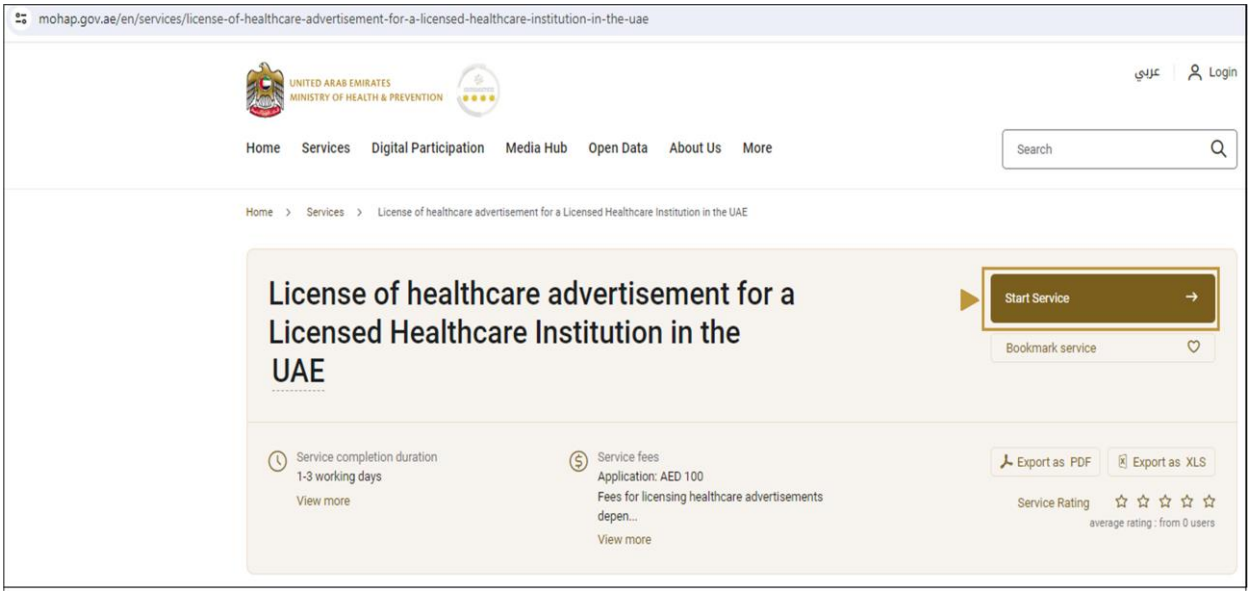
2. Click '**Services**.'



3. Find the required service from the list or search in the search bar.

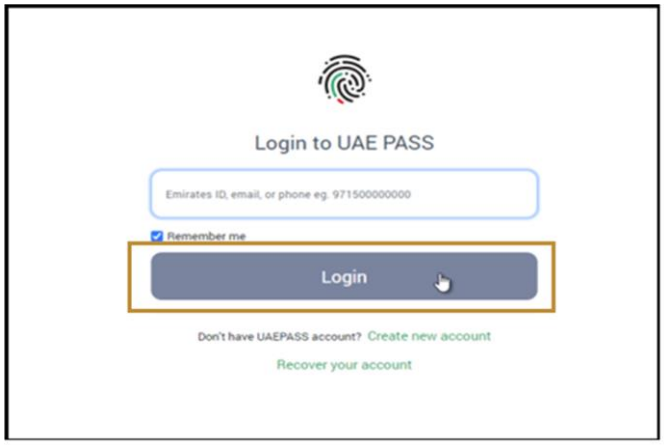


4. Select the service and click '**Start Service**' as shown below.



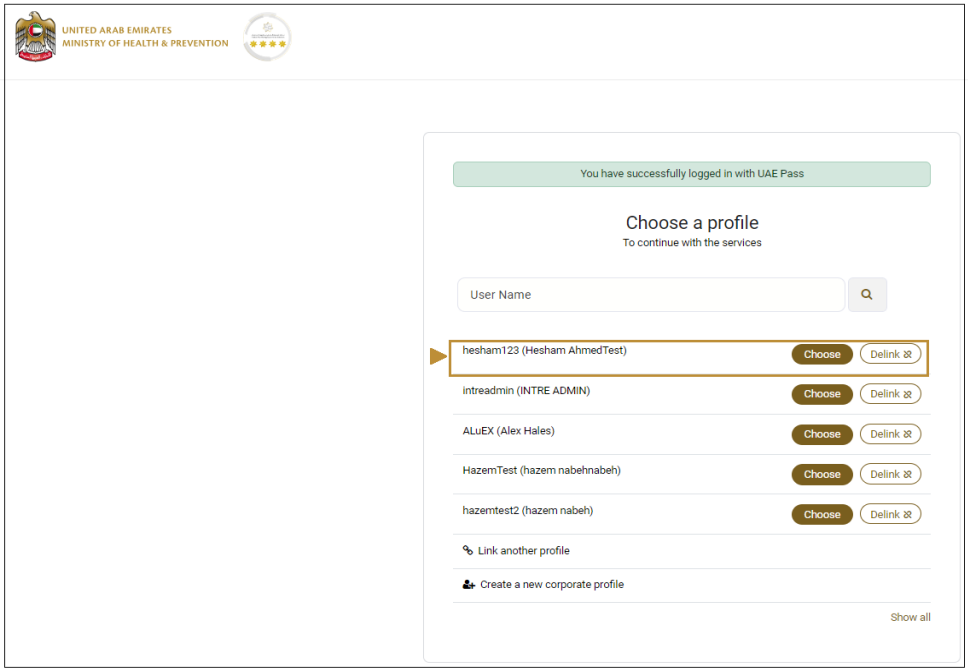
5. Click '**Login with UAE PASS**'.

4. Enter **Emirates ID** or **Phone** or **Email ID** and click '**Login**'.



Please provide authentication on your mobile for UAE PASS to access MOHAP Services.

5. Choose an account to login.

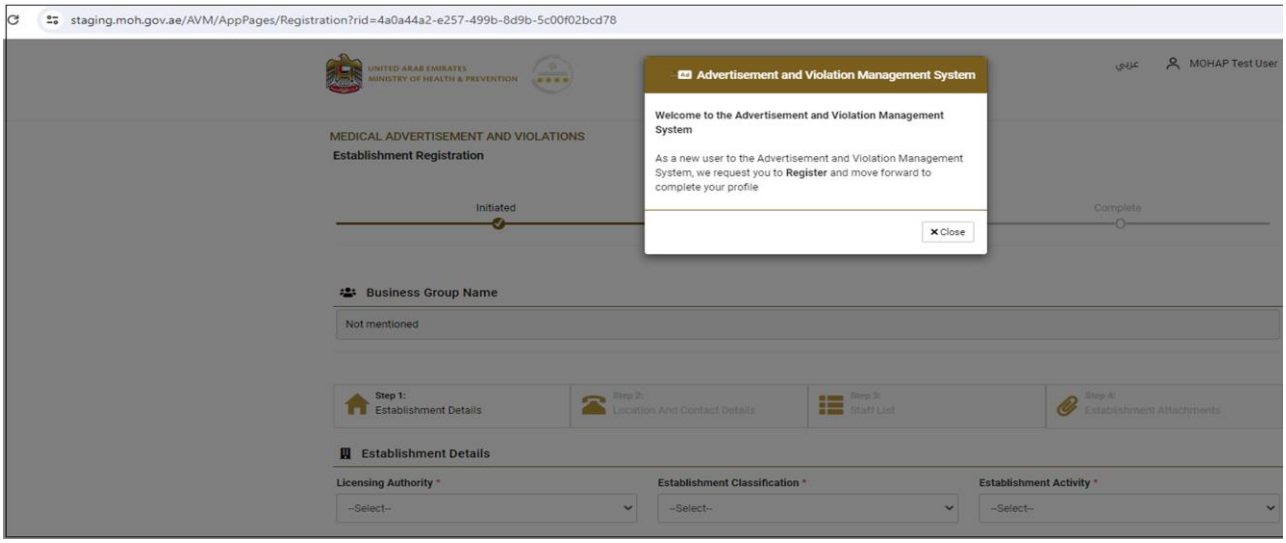


Establishment Registration

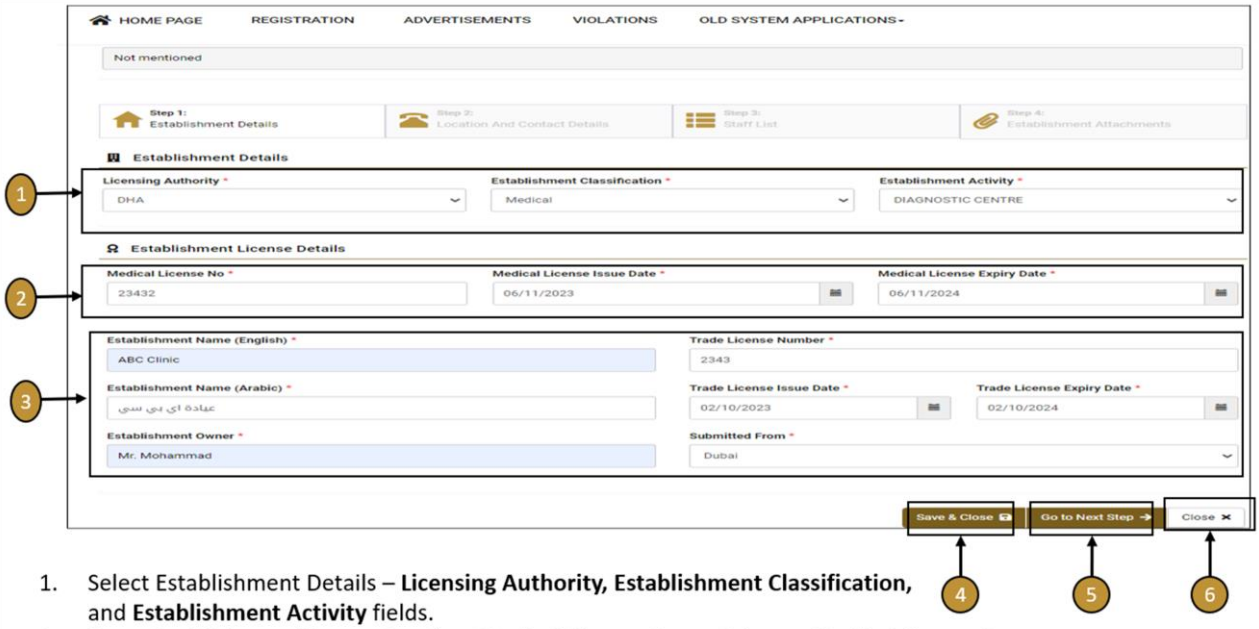
- The first step is to register your establishment. You must provide the Establishment details, Medical License information, Trade License information, and Licensed Staff details for registration.

1. On your first login, the Medical Advertisement and Violations – Establishment Registration Page appear as shown.

   Click '**Close**' on the pop-up message:

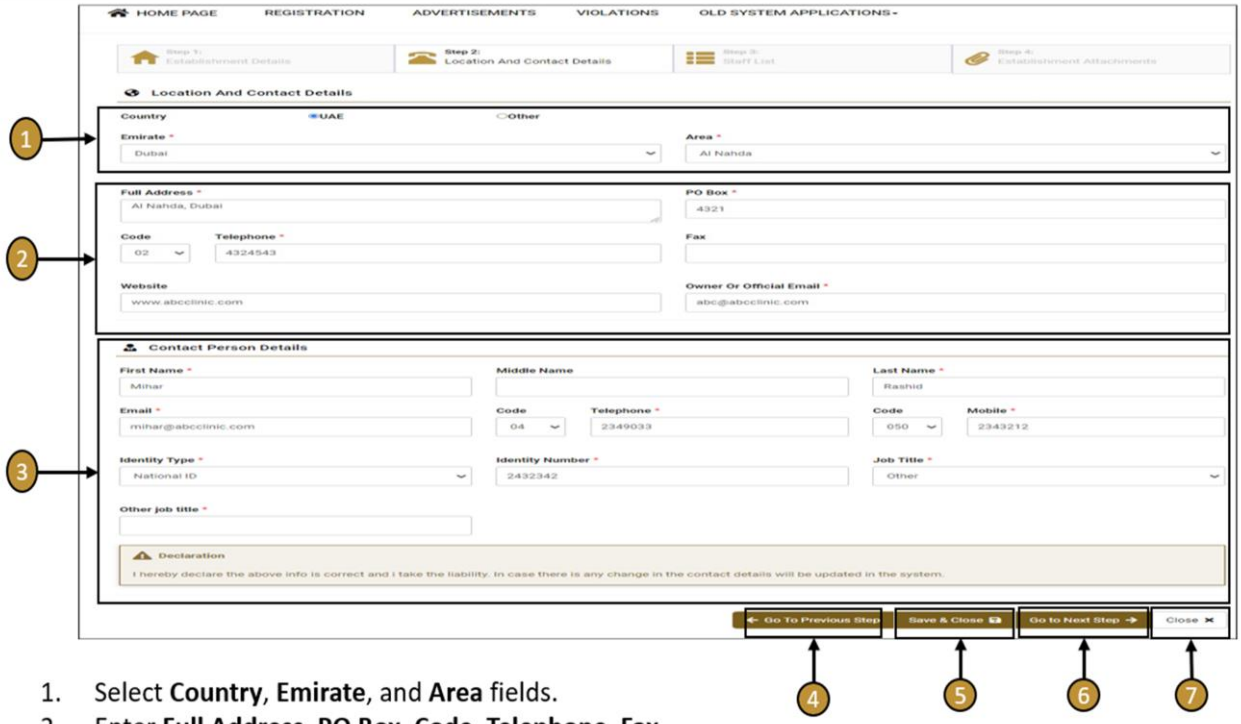


2. Enter **Step 1: Establishment Details** section:



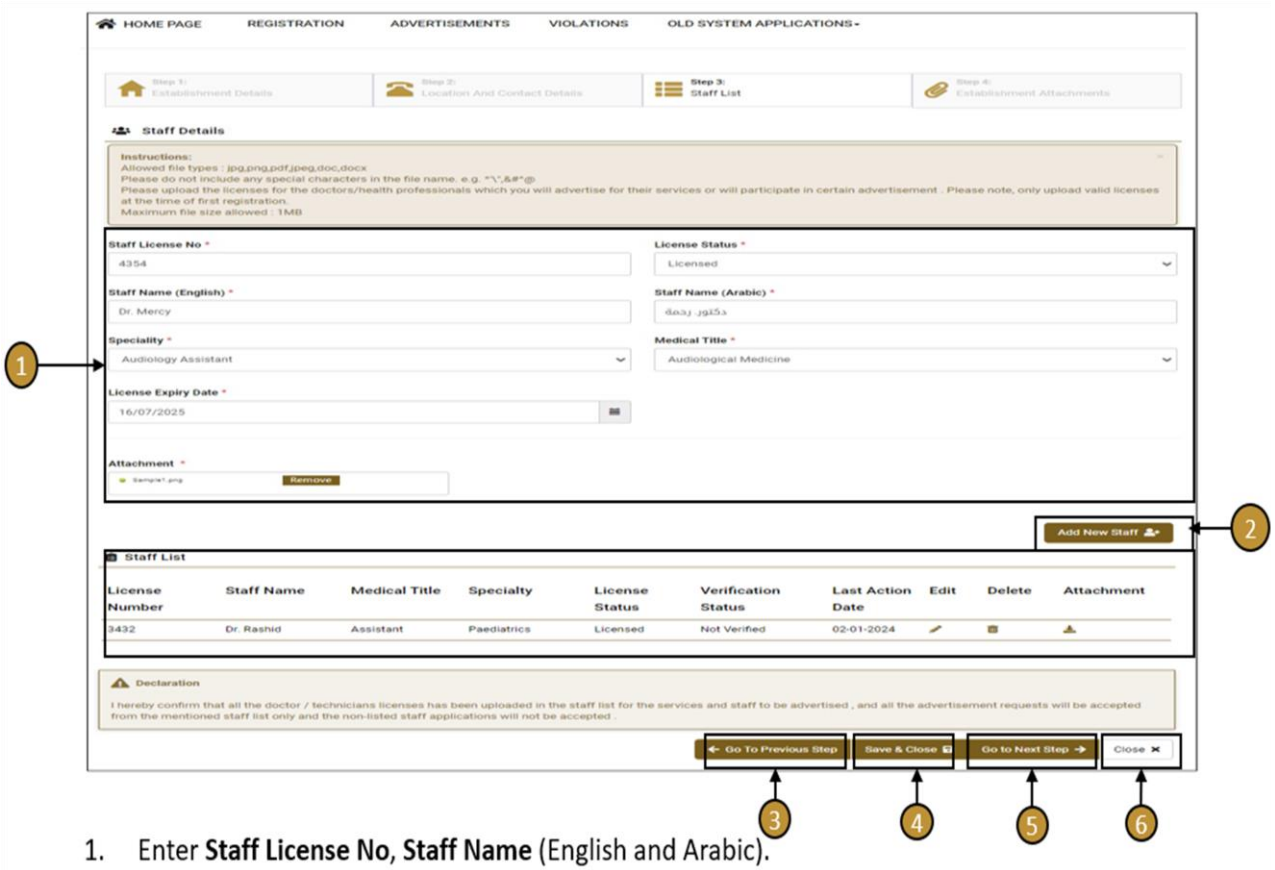
1. Select Establishment Details – **Licensing Authority, Establishment Classification,** and **Establishment Activity** fields.
2. Enter Establishment License Details – **Medical License No**, and choose **Medical License Issue Date** and **Medical License Expiry Date** fields.
3. Enter **Establishment Name**, **Trade License Number**, **Establishment Name in Arabic**, **Establishment Owner**. Choose **Trade License Issue Date**, **Trade License Expiry Date**, and **Submitted From** fields.
4. To save the application as draft and complete it later, click **Save & Close**.
5. To go to the next step, click **Go to Next Step**.
6. To close Establishment Registration and navigate to the home page, click **Close**.

3. Once you click Go to Next Step, you will be taken to **Step 2: Location and Contact Details** section:



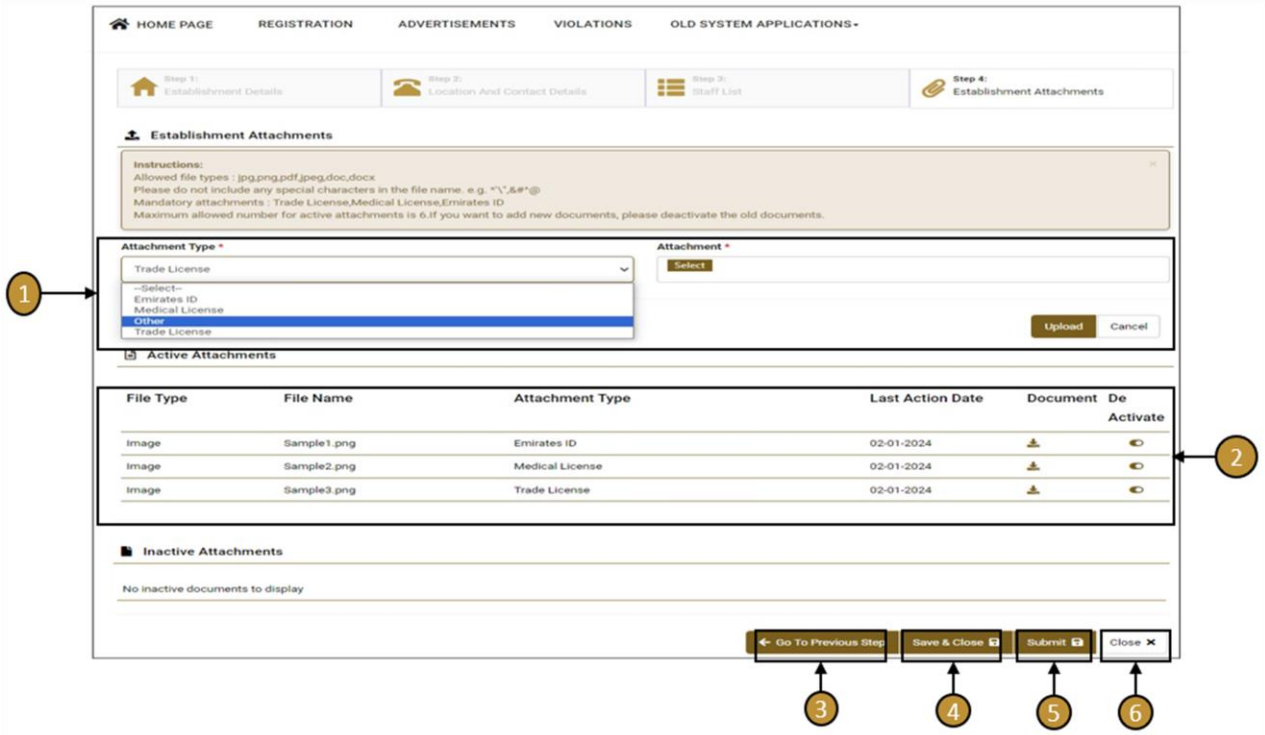
1. Select **Country**, **Emirate**, and **Area** fields.
2. Enter **Full Address**, **PO Box**, **Code**, **Telephone**, **Fax**, **Website**, and **Owner** or **Official Email** fields.
3. Enter **Contact Person Details – First Name, Last Name, Email, Code, Telephone, Mobile, Identity Type, Identity Number** and **Job Title** fields.
4. To go to the previous step, click **Go To Previous Step**.
5. To save the application as draft and complete it later, click **Save & Close**.
6. To go to the next step, click **Go to Next Step**.
7. To close Establishment Registration and navigate to the home page, click **Close**.

4. Once you click Go to Next Step, you will be taken to **Step 3: Staff List** section. The list of required Staff with their details must be added here:



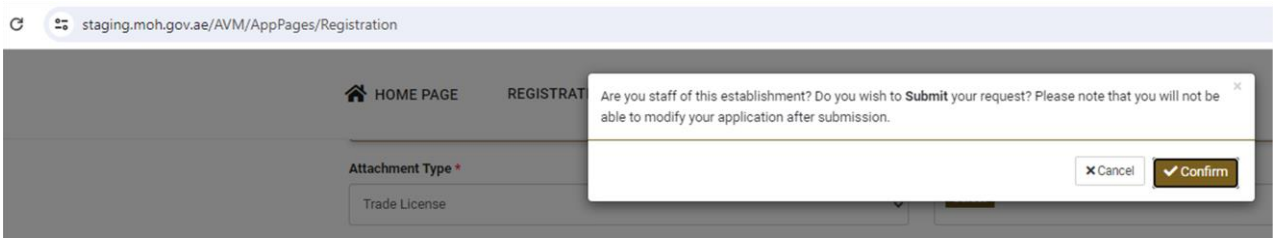
1. Enter **Staff License No**, **Staff Name** (English and Arabic).
   Select the **License Status**, **Speciality**, **Medical Title**, and **License Expiry Date** fields.
2. After entering all the staff details, click **Add New Staff**.
   The staff appear in the **Staff List**. You can **Edit**, **Delete**, and download the Staff Attachment (if required).
3. To go to the previous step, click **Go To Previous Step**.
4. To save the application as draft and complete it later, click **Save & Close**.
5. To go to the next step, click **Go to Next Step**.
6. To close Establishment Registration and navigate to the home page, click **Close**.

5. Once you click Go to Next Step, you will be taken to **Step 4: Establishment Attachments** section. The mandatory attachments must be uploaded here:

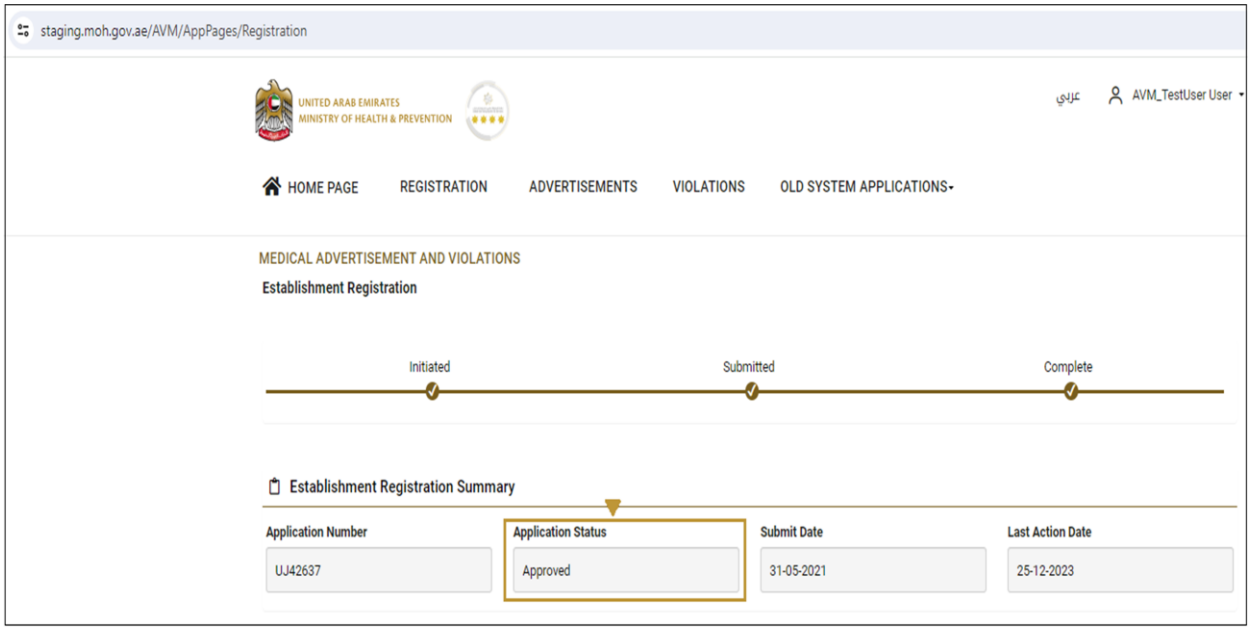


1. Select **Attachment Type** and **Attachment**, then choose **Upload**.
2. All the uploaded attachments appear under Active Attachments. You can download or De-Activate the attachment (if required).
3. To go to the previous step, click **Go To Previous Step**.
4. To save the application as draft and complete it later, click **Save & Close**.
5. To submit the registration, click **Submit**.
6. To close Establishment Registration and navigate to the home page, click **Close**.

6. Once you submit the registration, a confirmation screen as shown appear. Click **Confirm**:



- Once your registration request is verified by MOHAP, the Establishment Registration page is as shown below. The Establishment Registration appear as complete and the Application Status appear as '**Approved**' in the Establishment Registration Summary.



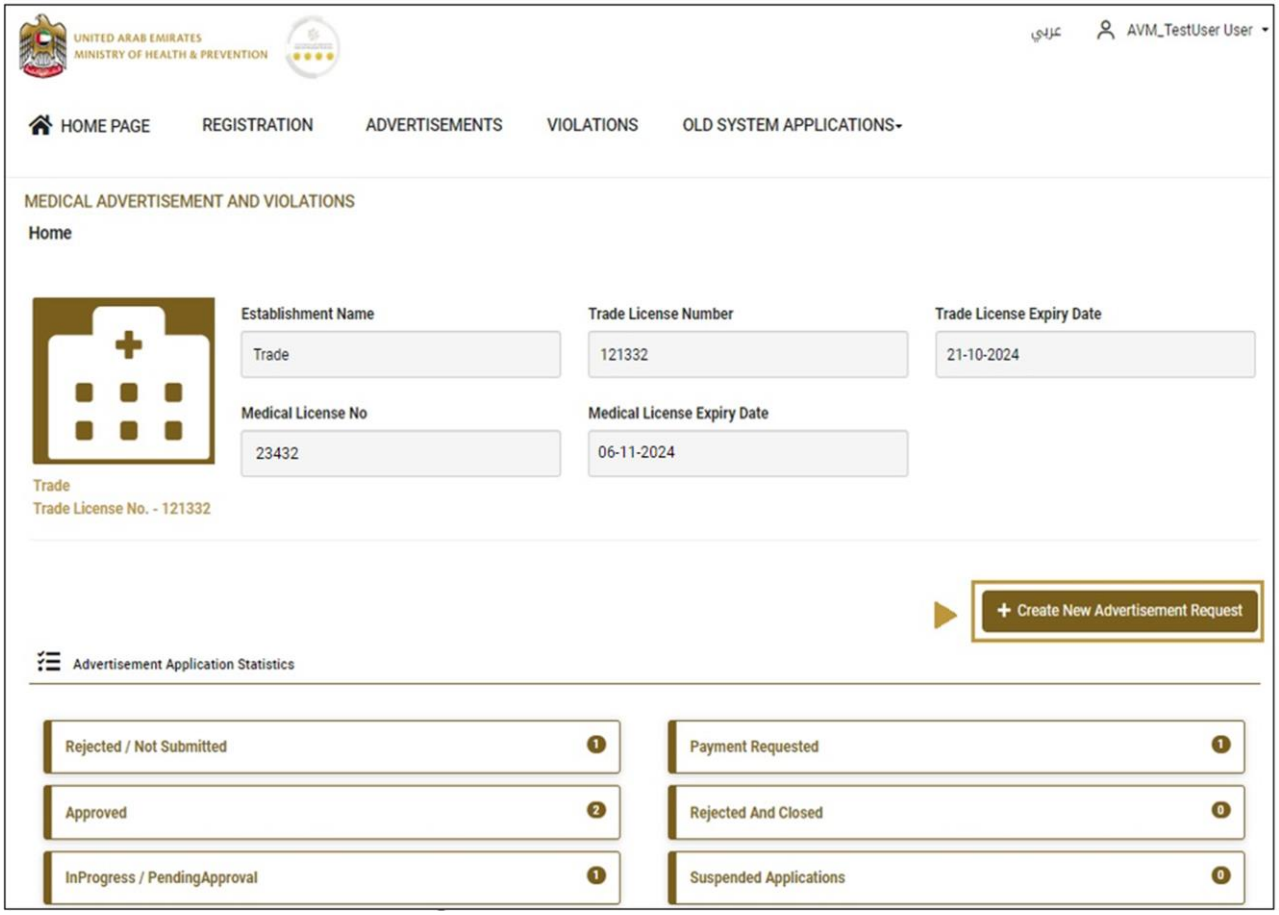
After approval is completed, you can submit application to create new advertisement. The process/steps are provided in the sections below.

Submit the Application

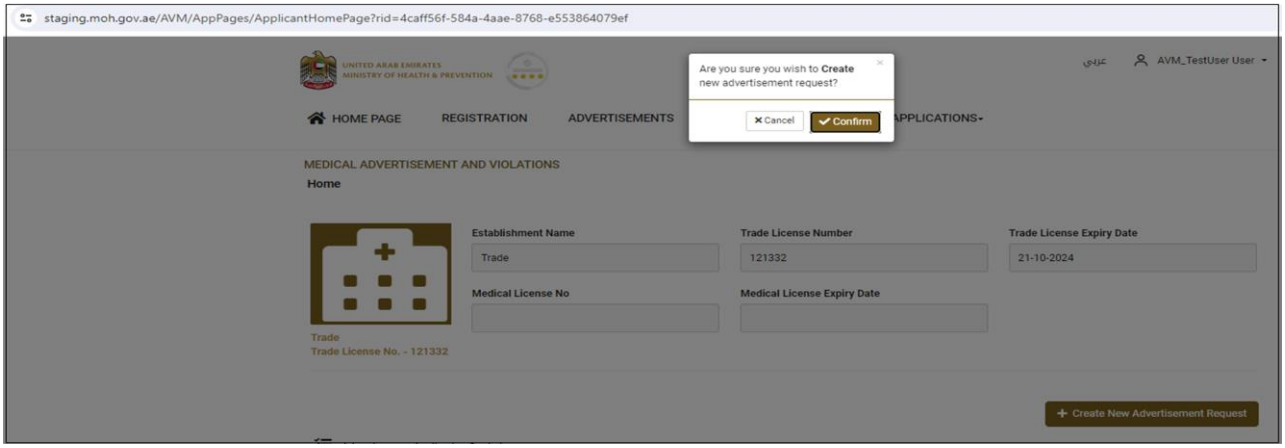
- Note that, it is mandatory to update the Establishment details, Medical License information, Trade License information, Licensed Staff details in the system and get it approved before applying for advertisement license.

1. From the Medical Advertisement and Violations Home Page, you can submit request for creating new Advertisement Request.

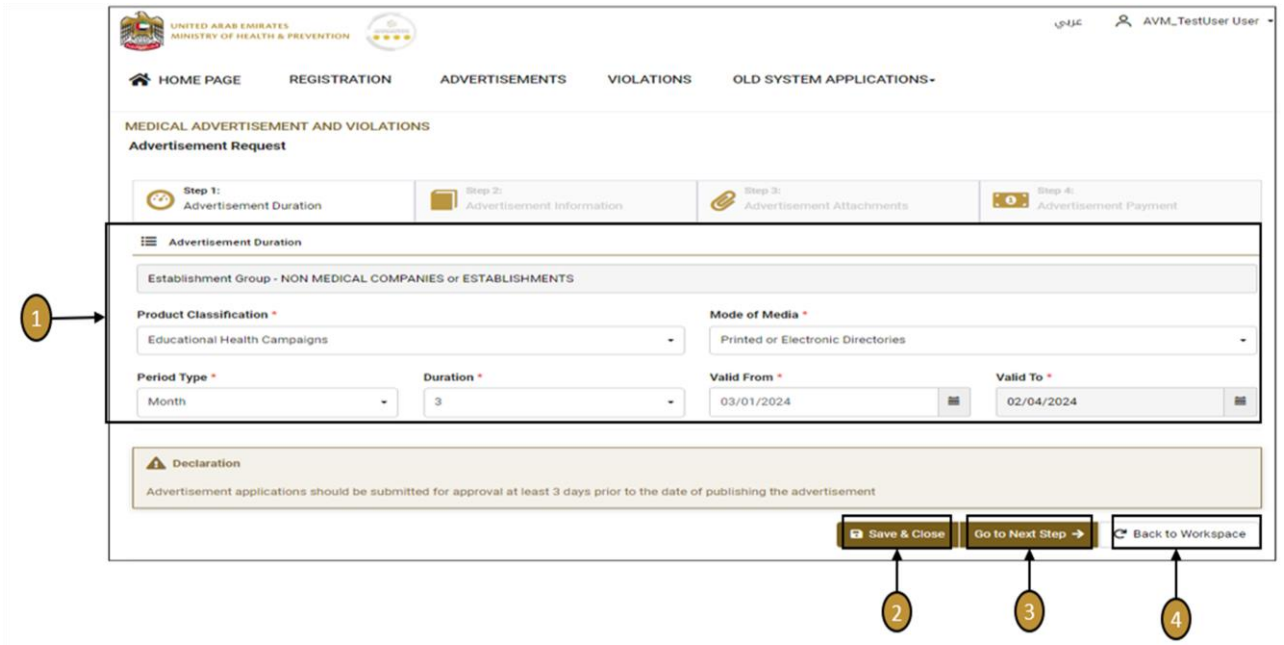
   To submit a new request, click '**Create New Advertisement Request**'.



2. If you selected '**Create New Advertisement Request**', a confirmation screen appears. Click '**Confirm**':

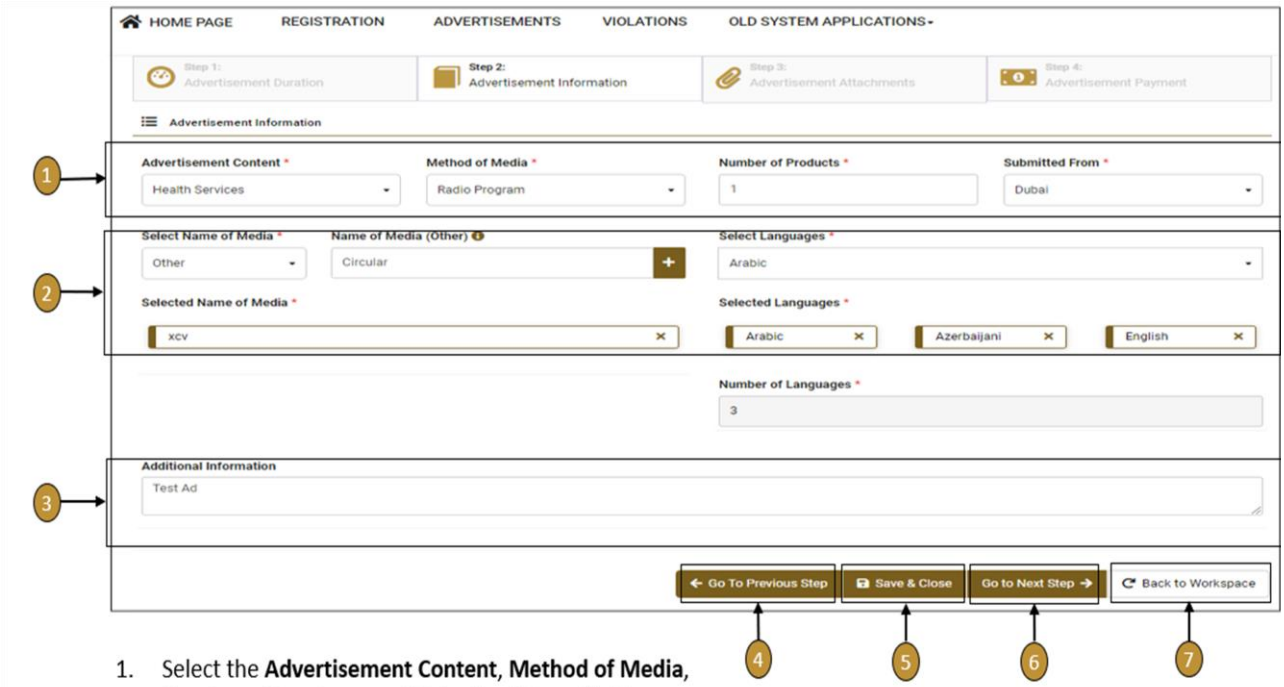


3. After confirmation, the following screen appears to fill in the Advertisement Request details. Enter **Step 1: Advertisement Duration** details:



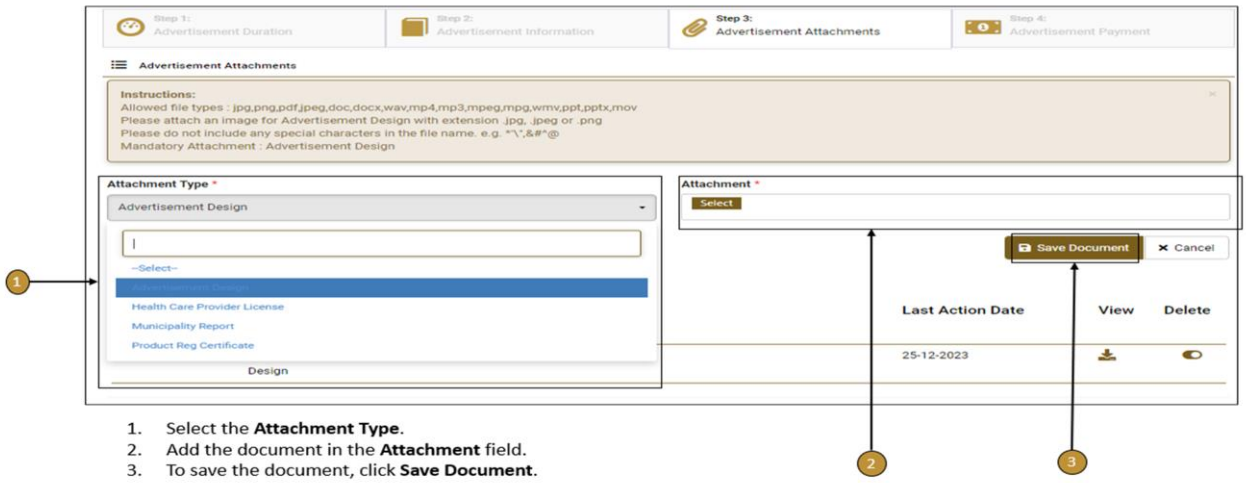
1. Enter Advertisement details – **Product Classification**, **Mode of Media**, **Period Type**, **Duration**, **Valid From** and **Valid To** fields.
2. To save the application as draft and complete it later, click **Save & Close**.
3. To go to the next step, click **Go to Next Step**.
4. To go to the Medical Advertisement and Violations – Advertisement Request page, click **Back to Workspace**.

4. Once you click **Go to Next Step**, you will be taken to **Step 2: Advertisement Information** section:



1. Select the **Advertisement Content**, **Method of Media**, **Number of Products**, and **Submitted From** fields.
2. Select the **Name of Media** and **Languages** fields.
   - Click on the + button to add the specified name of media. The chosen name of media will be displayed in the '**Selected Name of Media**' field.
3. Enter the **Additional Information** (if any) field.
4. To go to the previous step, click **Go To Previous Step**.
5. To save the application as draft and complete it later, click **Save & Close**.
6. To go to the next step, click **Go to Next Step**.
7. To go to the Medical Advertisement and Violations – Advertisement Request page, click **Back to Workspace**.

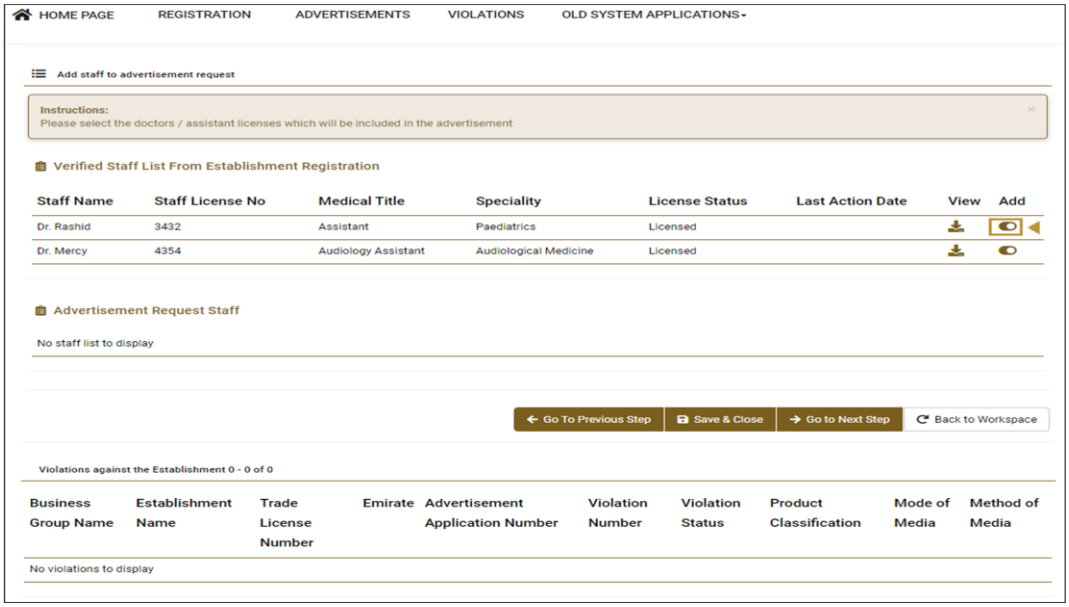
5. Once you click **Go to Next Step**, you will be taken to **Step 3: Advertisement Attachments** screen. Add the Advertisement Design, Health Care Provider License, Municipality Report, and Product Registration Certificate documents:



1. Select the **Attachment Type**.
2. Add the document in the **Attachment** field.
3. To save the document, click **Save Document**.

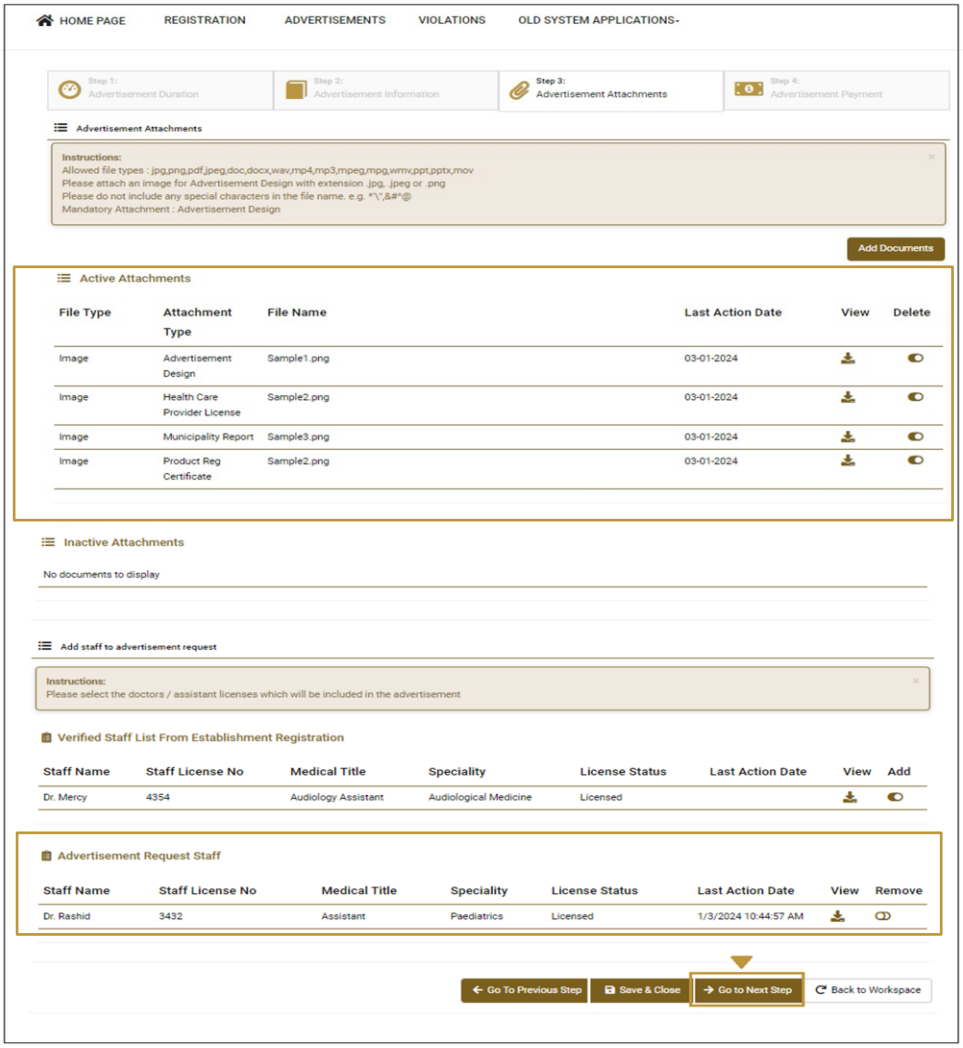
After you add all the attachments, the documents appear in **Active Attachments**.

6. The next step is to add staff to the advertisement request. The verified staff appear under the **Verified Staff List From Establishment Registration** pane as shown:



- To add staff from the list applicable for this advertisement request, select **Add** .
- After you add the required staff, the staff list appears under the **Advertisement Request Staff** pane.

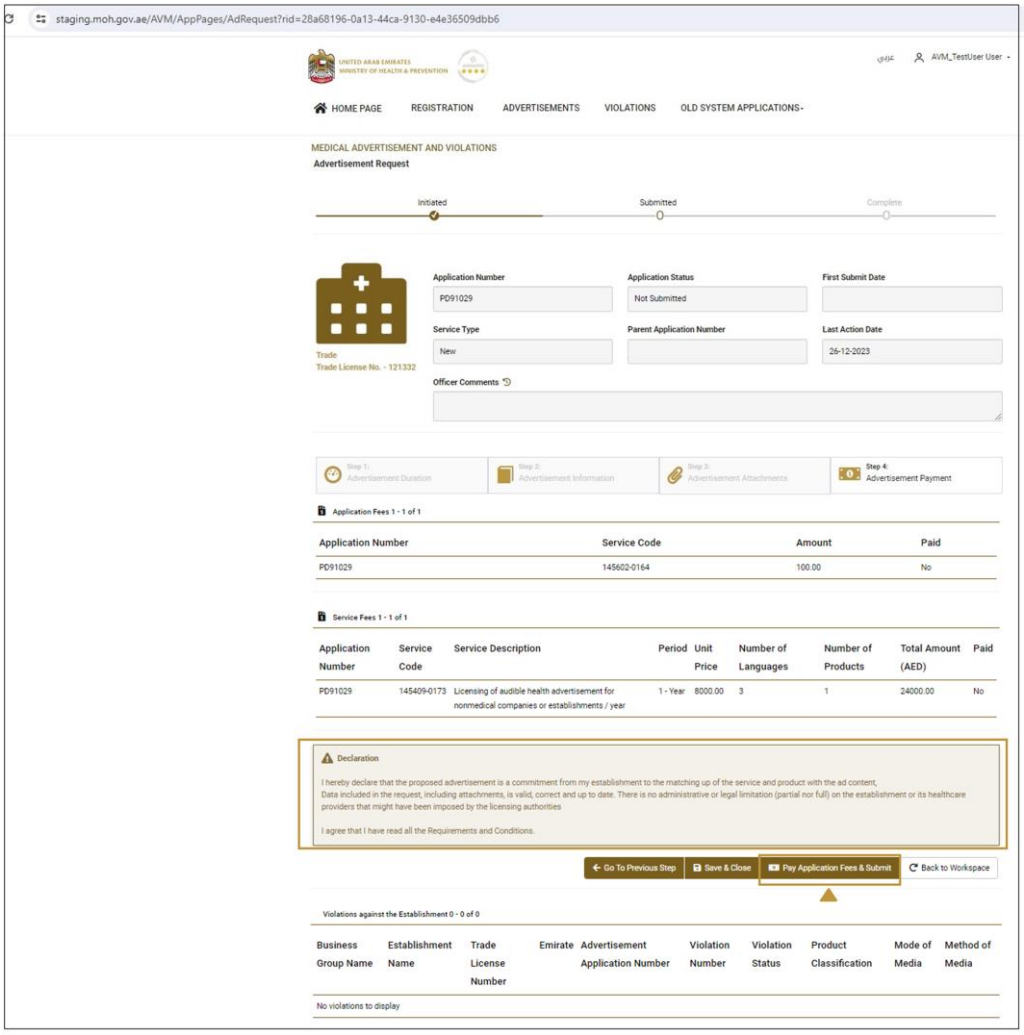
7. Once you complete adding all the required attachments and staff, click **Go to Next Step**:



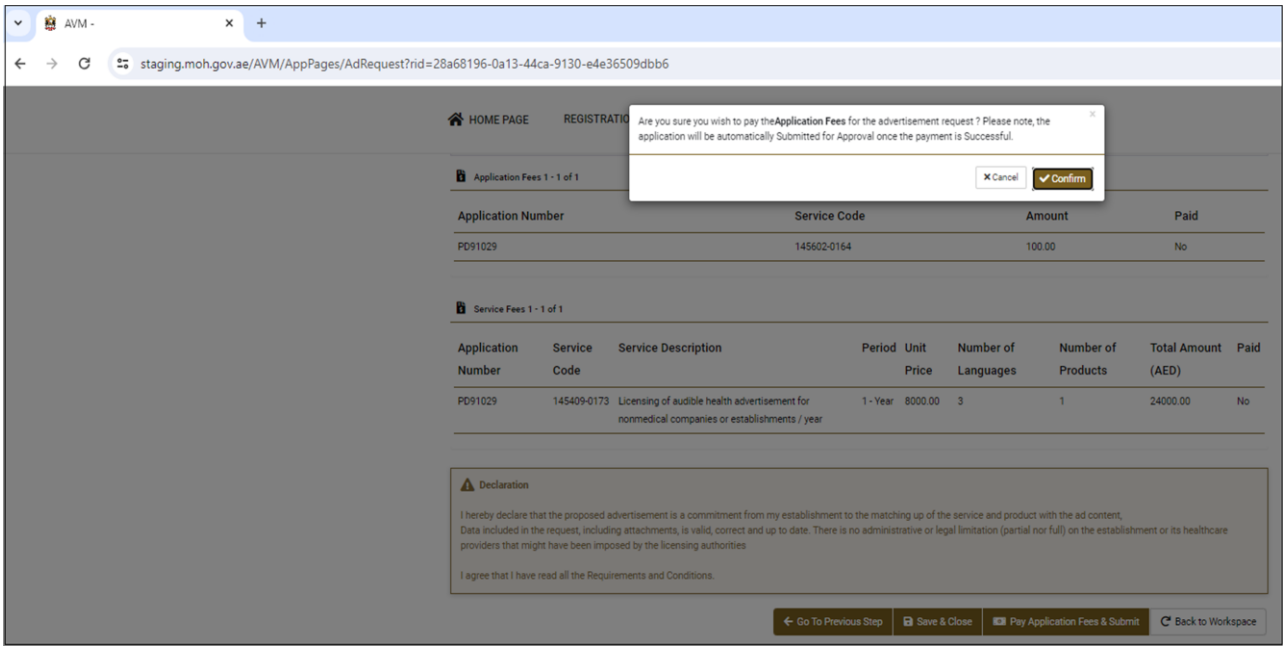
The next step is the Payment Process.

Payment Process

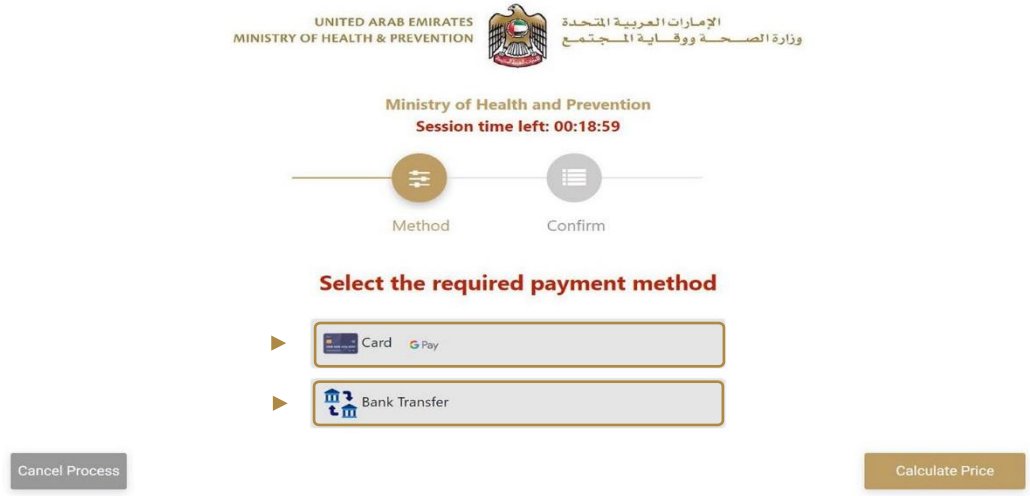
1. Once you complete **Step 3: Adding Advertisement Attachments**, the next step is to make payment, and you will be taken to the below window.
2. The total fees for the advertisement will be mentioned, along with payment terms to agree to after reading. Every request has an Application fees of AED 100. This is non-refundable.
   The requestor will pay only the application fees when they submit the request for the first time.
   The service fees to be paid once the MOHAP Officer approves the request.



3. Once you agree to the terms, click '**Pay Application Fees and Submit**.'



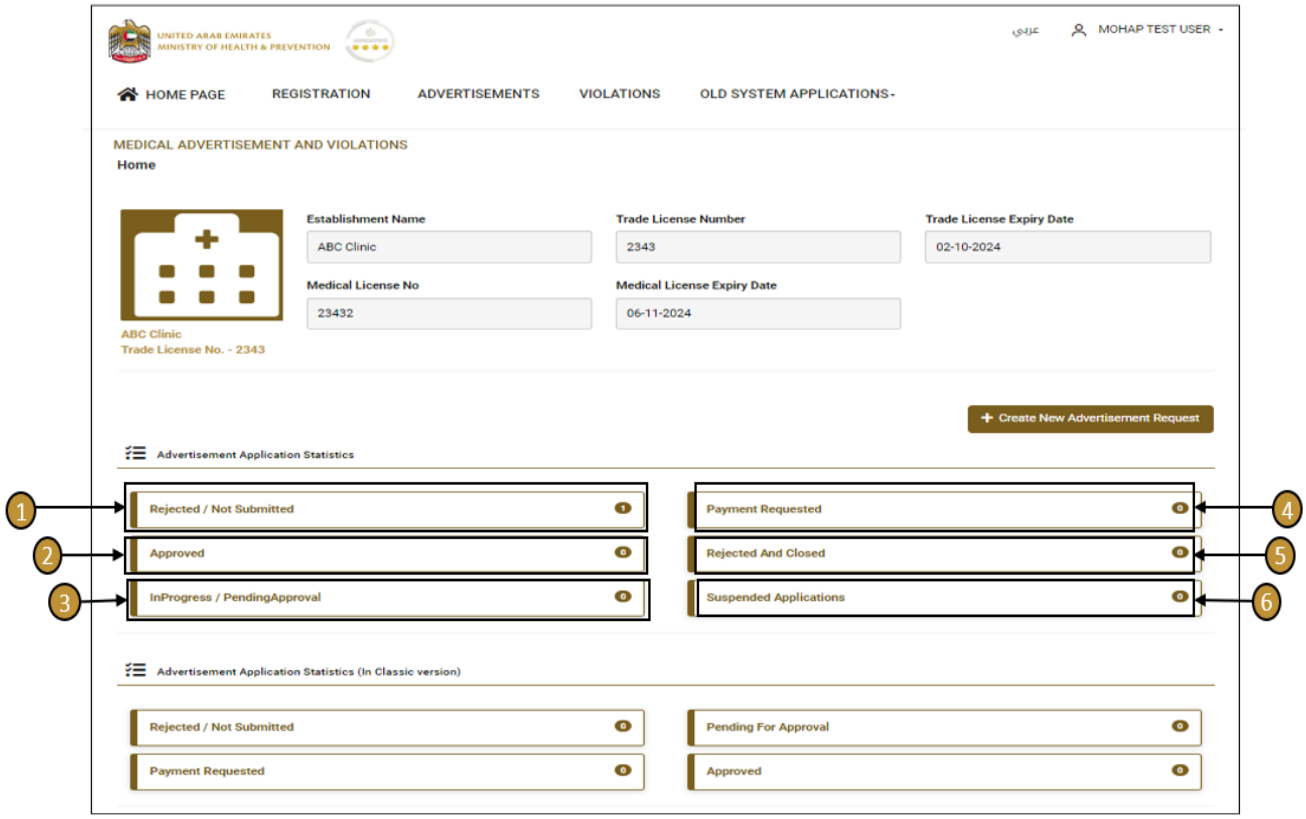
4. Choose your mode of payment and complete the payment process.



After the successful completion of the Application Fees payment, the advertisement application will be submitted automatically for MOHAP approval.

Applicant Home Page

- Once the request for the advertisement license is approved, the Applicant Home page is as shown below. The establishment registration details and Advertisement Application Statistics with status of the number of applications appear:



1. Select **Rejected/Not Submitted** to view all the rejected or the applications that are not yet submitted.
2. Select **Approved** to view all the applications that have completed the approval process.
3. Select **InProgress/Pending Approval** to review all the pending applications.
4. Select **Payment Requested** to view all the applications that are pending payment.
   To make payment, click View against the application and then select **Pay Service Fees**.
5. Select **Rejected And Closed** to view all the applications that are either rejected or closed.
6. Click **Suspended Applications** to view all the applications that have not been process and in suspended status.

Notes

- The request may be approved or rejected.
- You will receive email notifications and SMS notifications regarding request completion, and rejection or acceptance of the request.
- The request will be processed in 1-3 working days.
- After request has been approved/completed, you can print a copy of the Advertisement license.
- Once approved, payment will be requested and applicant will have 10 calendar days to pay the fees or the request will be auto cancelled.