



UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION

Applicants User Manual - Version 1.0

# Request for Health Advertisement



Updated: January 9<sup>th</sup>, 2024



# Contents

1. Service Description .....	3
2. Requirements and Conditions .....	3
3. Steps to Avail the Service .....	4
Create New Account - Register/Sign up .....	5
Login to the System.....	7
Establishment Registration .....	11
Submit the Application .....	17
Payment Process .....	22
Applicant Home Page.....	24
4. Notes.....	25



## 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.



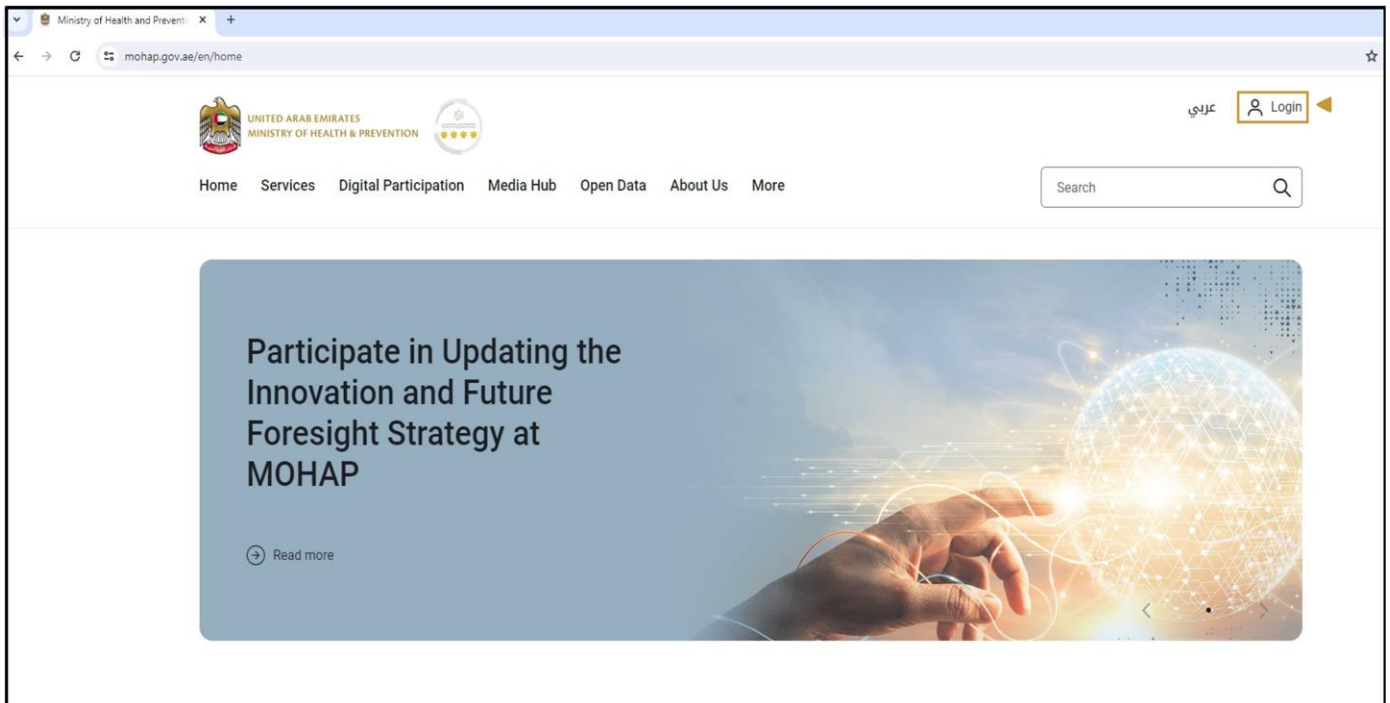
## Steps to Avail the Service

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.

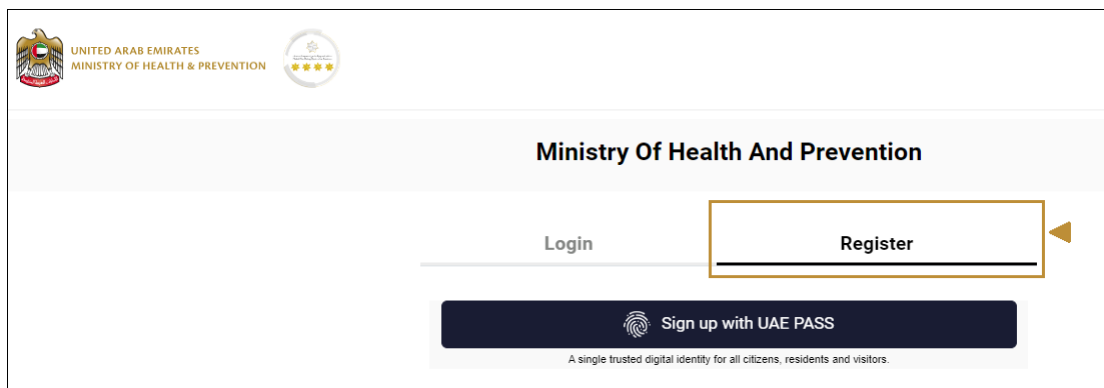


## Create New Account - Register/Sign up

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'.

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION

Ministry Of Health And Prevention

Login Register

**Sign up with UAE PASS**  
A single trusted digital identity for all citizens, residents and visitors.

**Frequently Asked Questions (UAE Pass)**

How do I register on UAE PASS? +

Can I register on UAE PASS if I don't have my passport with me? +

**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'.

Login to UAE PASS

Emirates ID, email, or phone eg. 971500000000

☒ Remember me

**Login**

Don't have UAEPASS account? [Create new account](#)

[Recover your account](#)

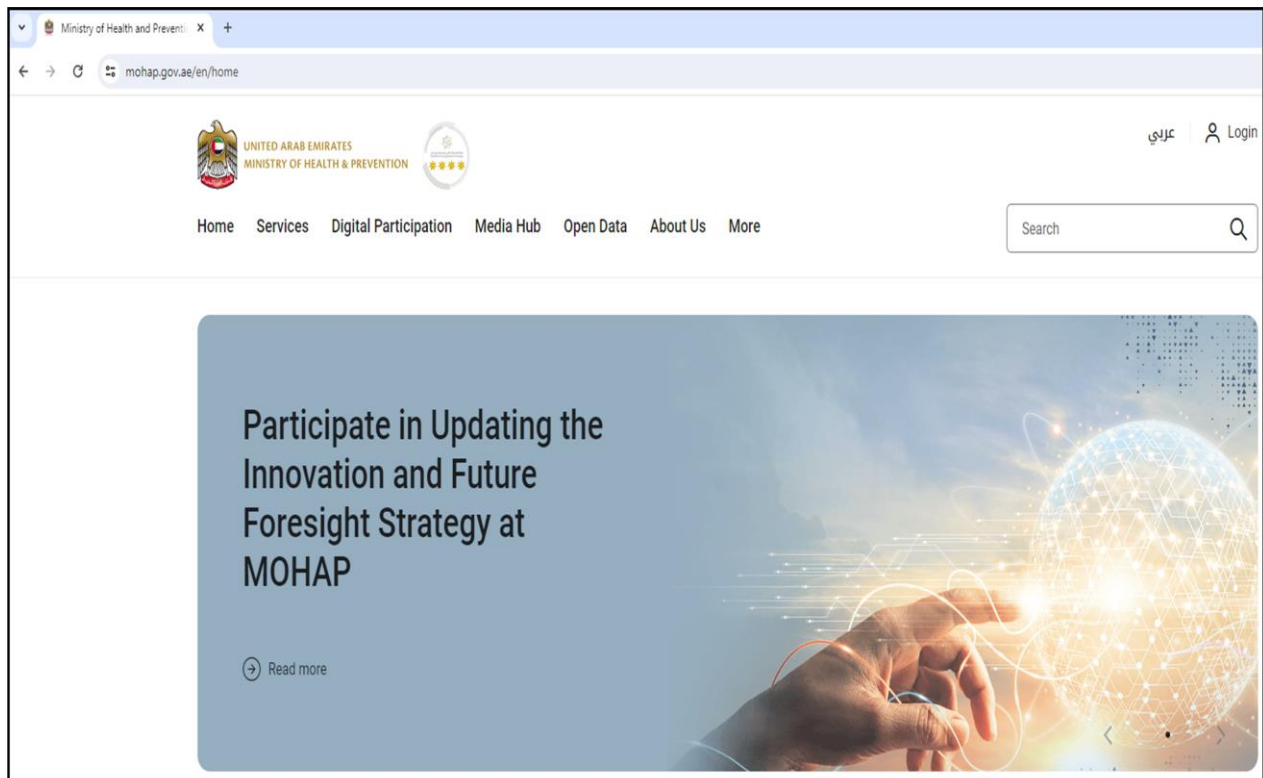
Please provide authentication on your mobile for UAE PASS to access MOHAP Services.  
After completing authentication, your UAE PASS account will be the default MOHAP account.



## Login to the System

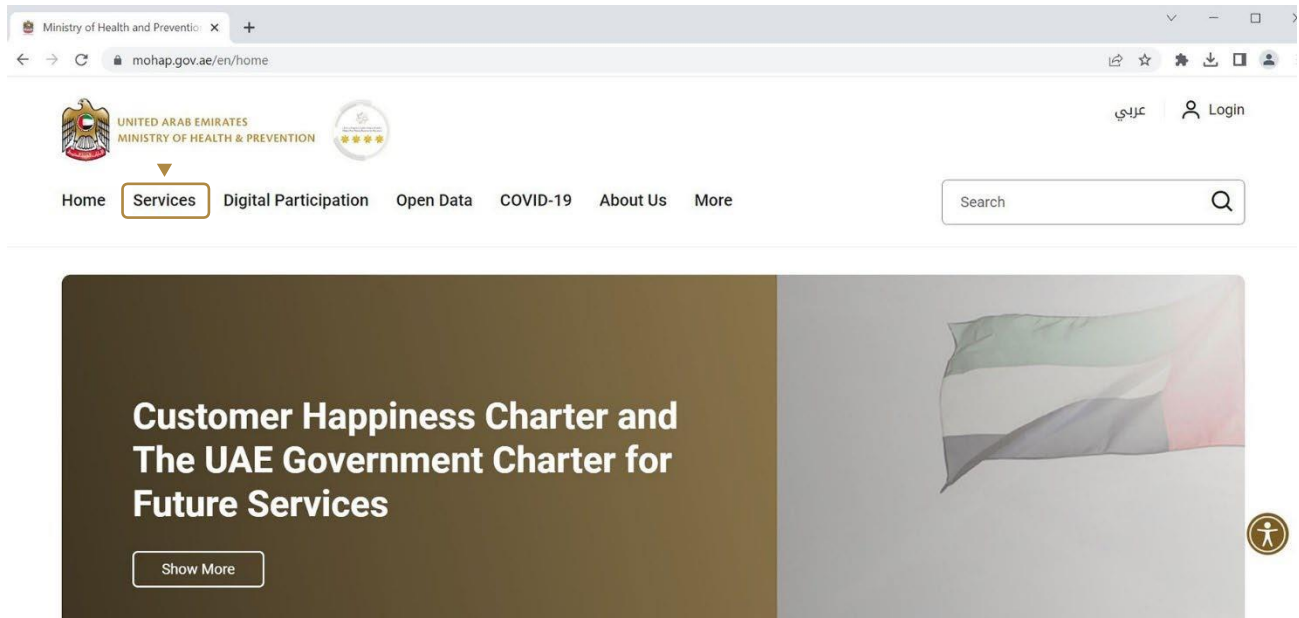
- If you already have linked your UAE PASS account with MOHAP account and want to access any of the services, follow the steps mentioned below.

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

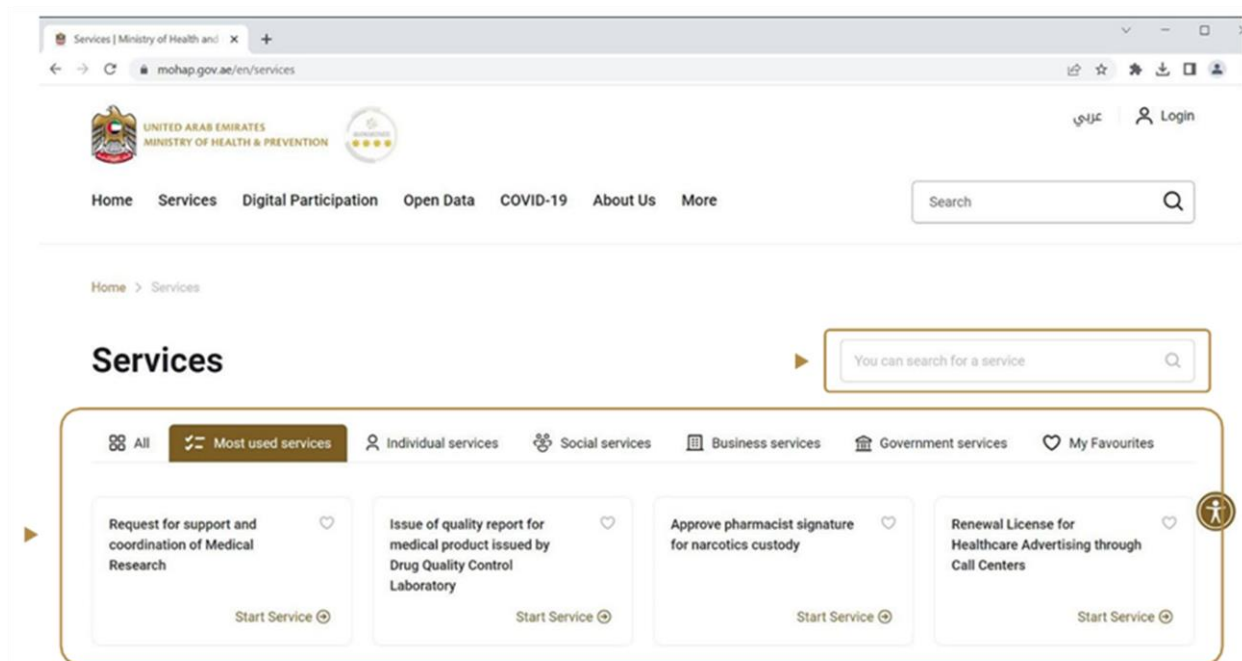




## 2. Click 'Services.'



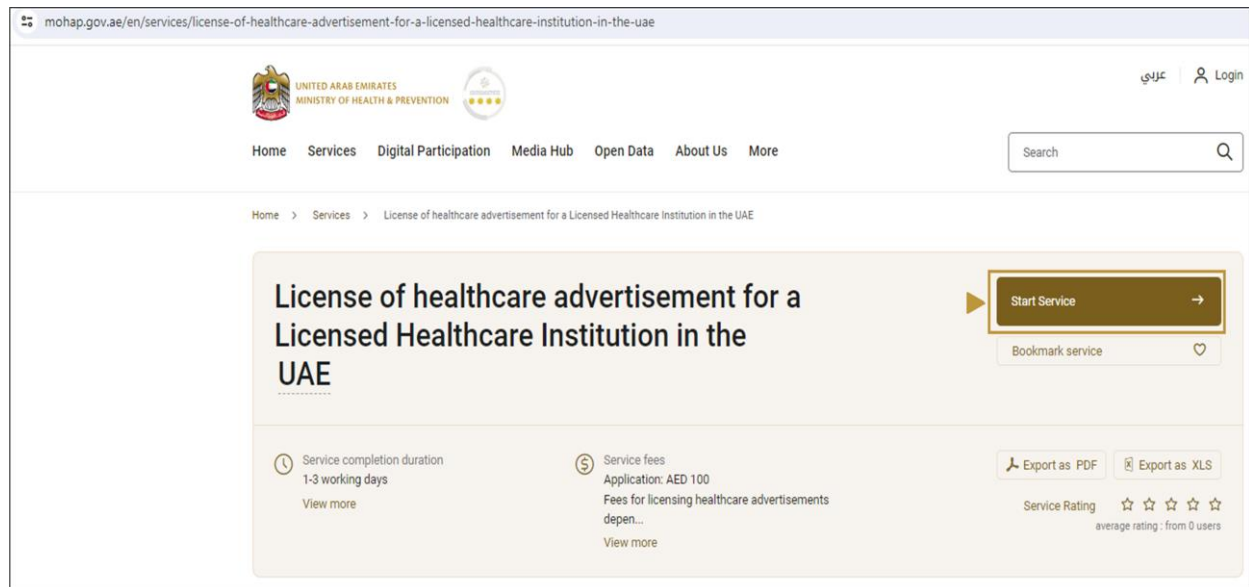
## 3. Find the required service from the list or search in the search bar.



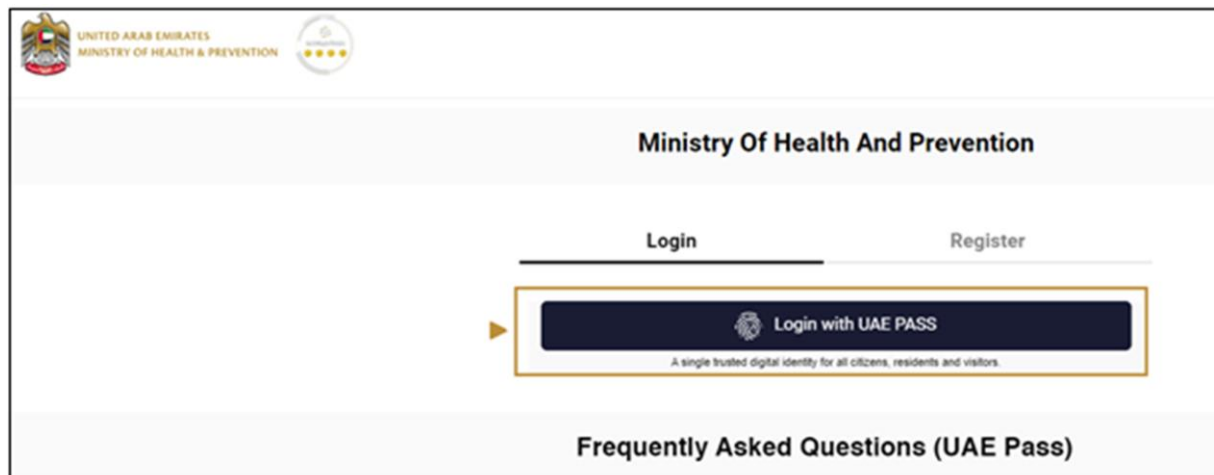




4. Select the service and click '**Start Service**' as shown below.



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





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

Login to UAE PASS

Emirates ID, email, or phone eg. 971500000000

☒ Remember me

Login

Don't have UAEPASS account? [Create new account](#)

[Recover your account](#)

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

5. Choose an account to login.

You have successfully logged in with UAE Pass

Choose a profile  
To continue with the services

User Name

▶ hesham123 (Hesham AhmedTest)	<input type="button" value="Choose"/>	<input type="button" value="Delink ⌕"/>
Intreadmin (INTRE ADMIN)	<input type="button" value="Choose"/>	<input type="button" value="Delink ⌕"/>
ALuEX (Alex Hales)	<input type="button" value="Choose"/>	<input type="button" value="Delink ⌕"/>
HazemTest (hazem nabehnabeh)	<input type="button" value="Choose"/>	<input type="button" value="Delink ⌕"/>
hazemtest2 (hazem nabeh)	<input type="button" value="Choose"/>	<input type="button" value="Delink ⌕"/>

[Link another profile](#)

[Create a new corporate profile](#)

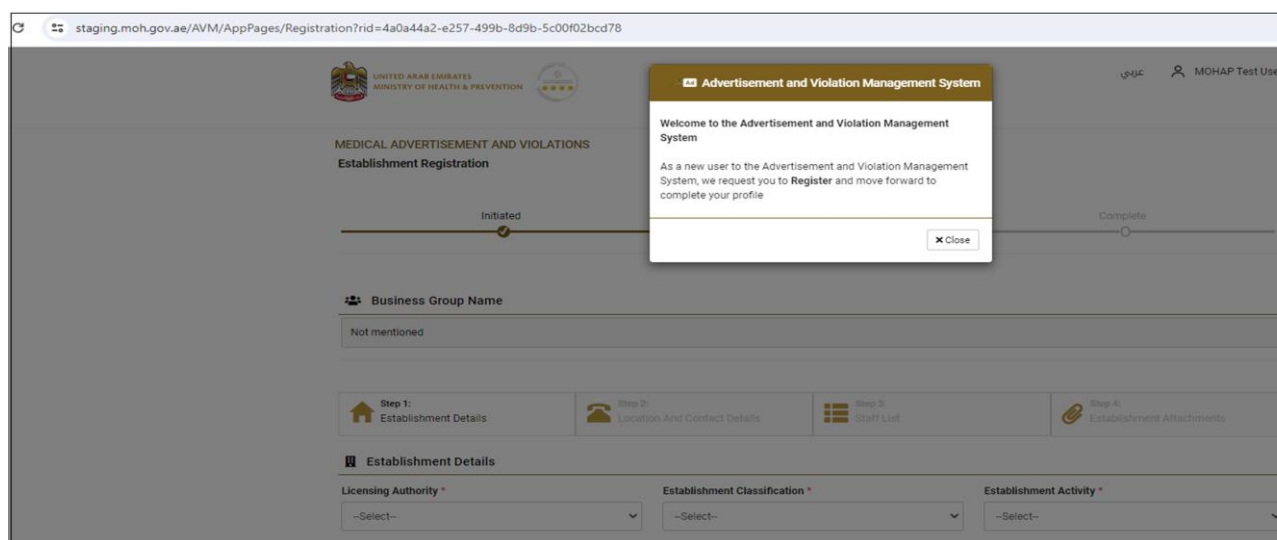
Show all

## 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:



staging.moh.gov.ae/AVM/AppPages/Registration?rid=4a0a44a2-e257-499b-8d9b-5c00f02bcd78

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION

MEDICAL ADVERTISEMENT AND VIOLATIONS  
Establishment Registration

Initiated

Complete

Advertisement and Violation Management System

Welcome to the Advertisement and Violation Management System

As a new user to the Advertisement and Violation Management System, we request you to **Register** and move forward to complete your profile

Close

Business Group Name

Not mentioned

Step 1: Establishment Details

Step 2: Location And Contact Details

Step 3: Staff List

Step 4: Establishment Attachments

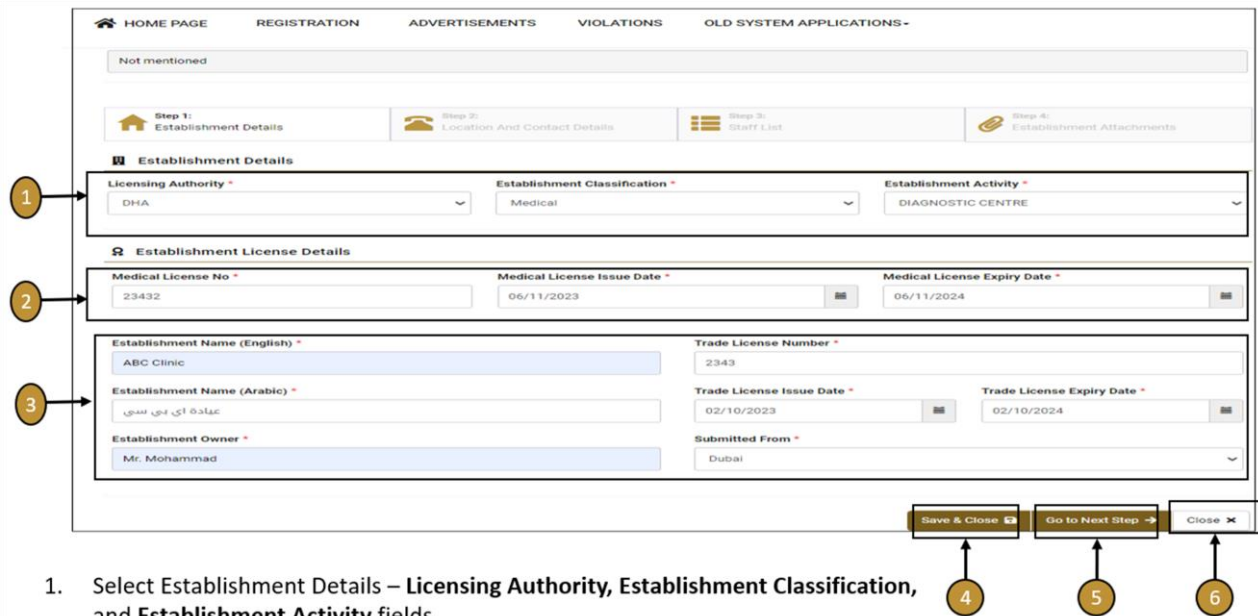
Establishment Details

Licensing Authority \*  
~Select~

Establishment Classification \*  
~Select~

Establishment Activity \*  
~Select~

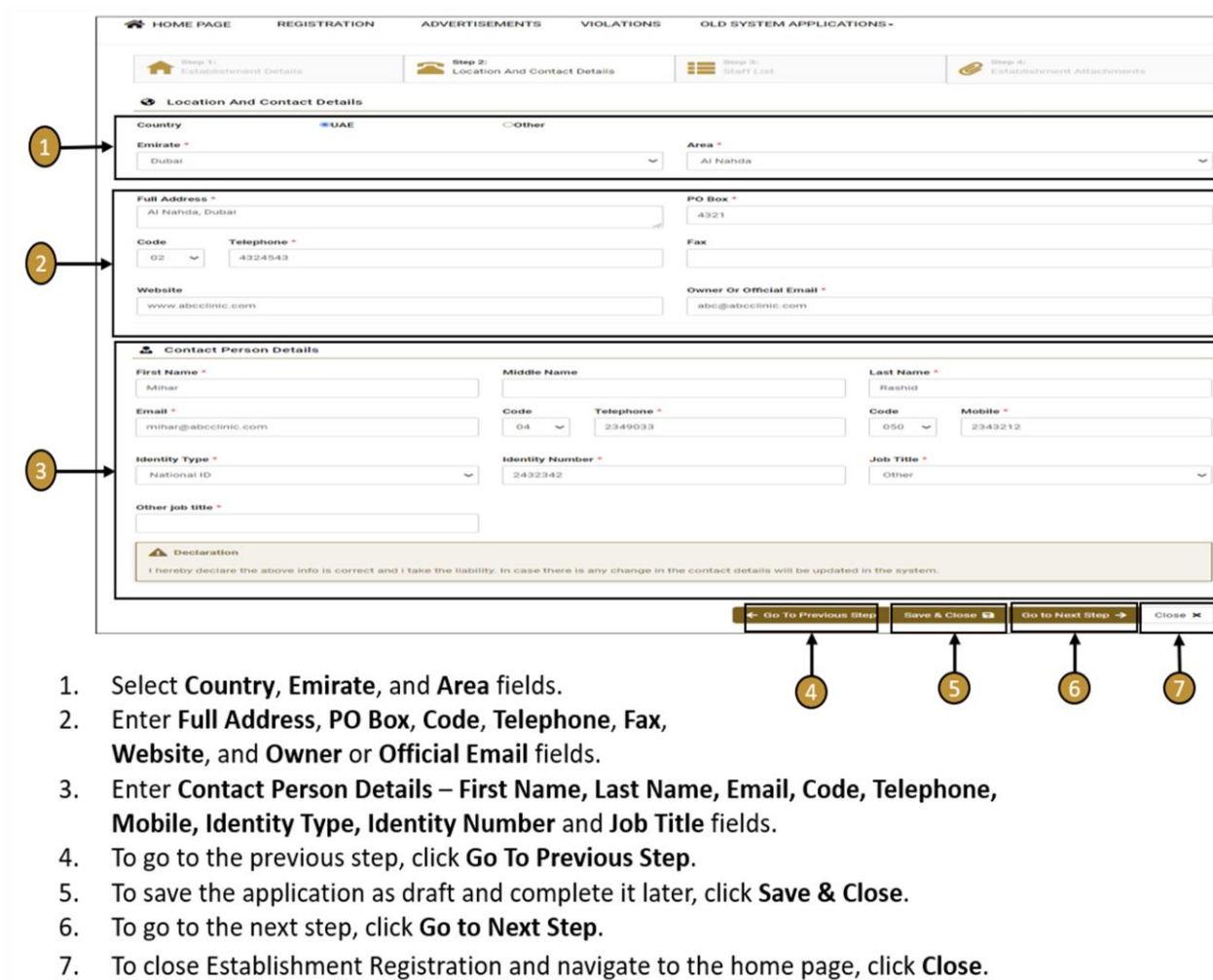
## 2. Enter **Step 1: Establishment Details** section:



The screenshot shows the 'Step 1: Establishment Details' section of a web application. The form is divided into three main sections: 'Establishment Details', 'Establishment License Details', and 'Establishment Name and Trade License Details'. The 'Establishment Details' section includes fields for 'Licensing Authority' (DHA), 'Establishment Classification' (Medical), and 'Establishment Activity' (DIAGNOSTIC CENTRE). The 'Establishment License Details' section includes fields for 'Medical License No.' (23432), 'Medical License Issue Date' (06/11/2023), and 'Medical License Expiry Date' (06/11/2024). The 'Establishment Name and Trade License Details' section includes fields for 'Establishment Name (English)' (ABC Clinic), 'Establishment Name (Arabic)' (عيادة أي بي سي), 'Establishment Owner' (Mr. Mohammad), 'Trade License Number' (2343), 'Trade License Issue Date' (02/10/2023), 'Trade License Expiry Date' (02/10/2024), and 'Submitted From' (Dubai). At the bottom of the form, there are three buttons: 'Save & Close', 'Go to Next Step', and 'Close'. Numbered callouts 1 through 6 point to specific fields and buttons: 1 points to 'Licensing Authority', 2 points to 'Medical License No.', 3 points to 'Establishment Name (English)', 4 points to 'Save & Close', 5 points to 'Go to Next Step', and 6 points to 'Close'.

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.

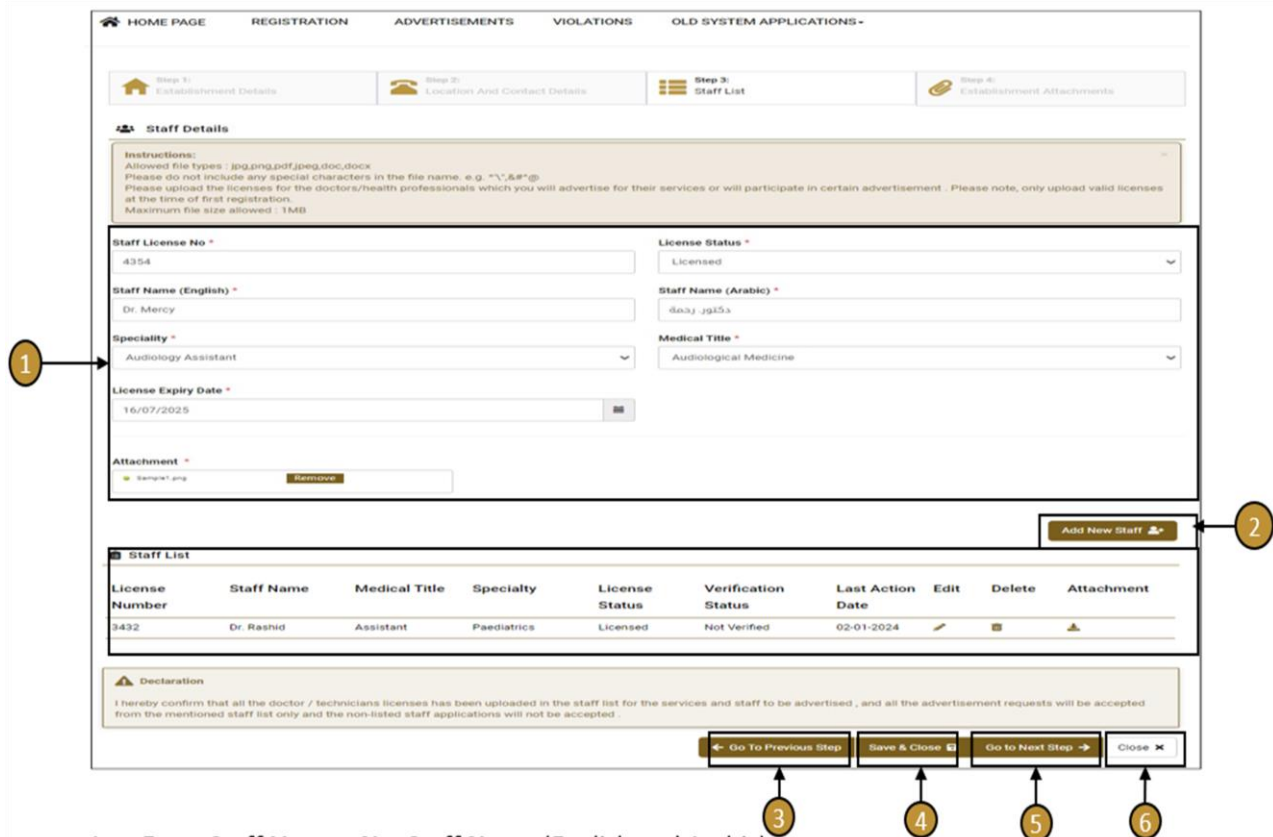
4. To go to the previous step, click **Go To Previous Step**.

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:



**Staff Details**

Instructions:  
Allowed file types : jpg,png,pdf,jpeg,doc,docx  
Please do not include any special characters in the file name. e.g. "V,5#"  
Please upload the licenses for the doctors/health professionals which you will advertise for their services or will participate in certain advertisement . Please note, only upload valid licenses at the time of first registration.  
Maximum file size allowed : 1MB

Staff License No \*  
4354

License Status \*  
Licensed

Staff Name (English) \*  
Dr. Mercy

Staff Name (Arabic) \*  
د.مرسي

Speciality \*  
Audiology Assistant

Medical Title \*  
Audiological Medicine

License Expiry Date \*  
16/07/2025

Attachment \*  
Sample1.jpg Remove

**Staff List**

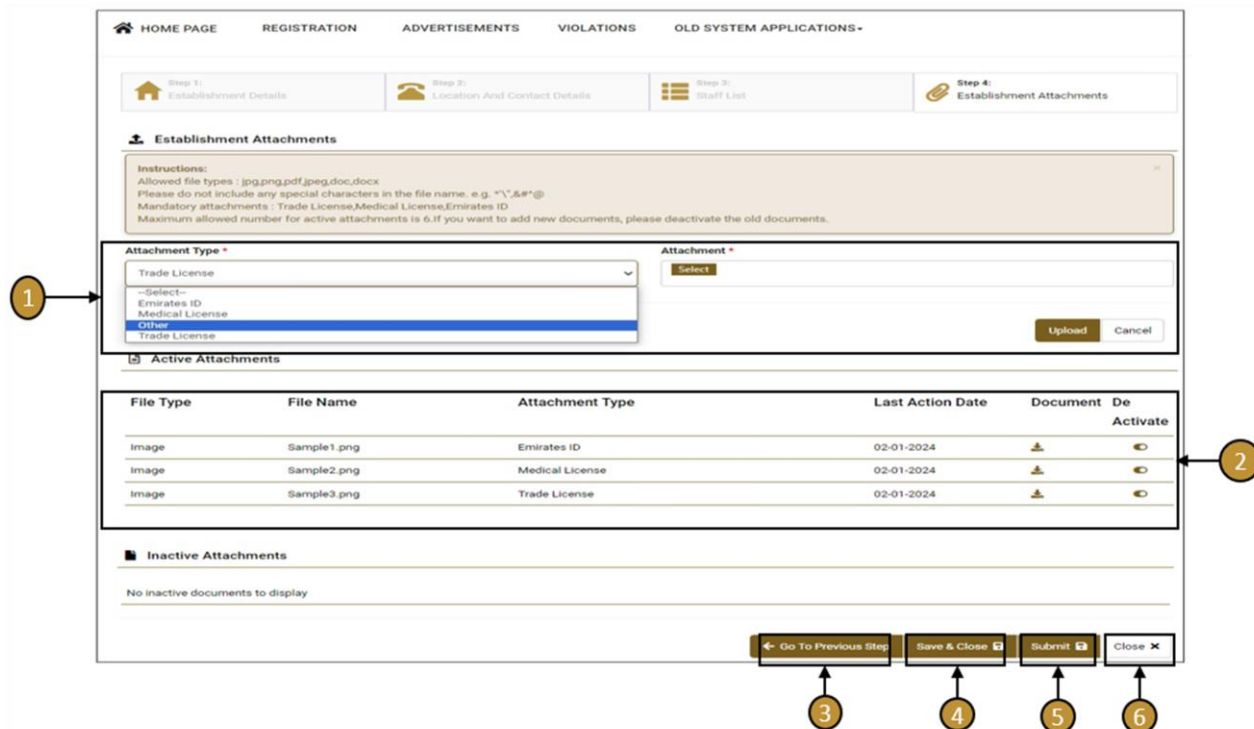
License Number	Staff Name	Medical Title	Speciality	License Status	Verification Status	Last Action Date	Edit	Delete	Attachment
3432	Dr. Rashid	Assistant	Paediatrics	Licensed	Not Verified	02-01-2024			

**Declaration**  
I hereby confirm that all the doctor / technicians licenses has been uploaded in the staff list for the services and staff to be advertised , and all the advertisement requests will be accepted from the mentioned staff list only and the non-listed staff applications will not be accepted.

Go To Previous Step Save & Close Go to Next Step Close

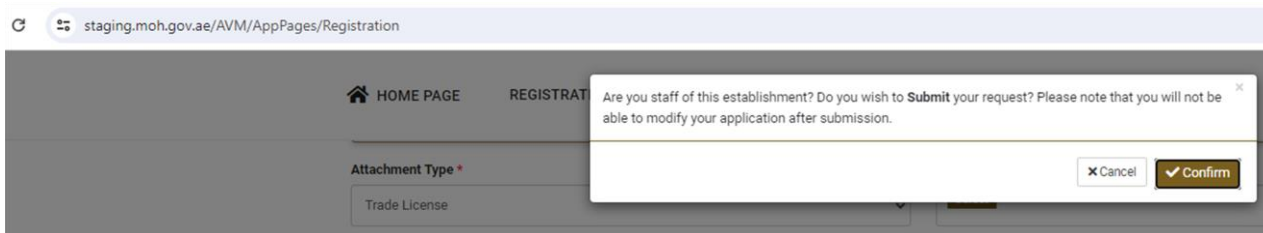
1. Enter **Staff License No**, **Staff Name** (English and Arabic).  
Select the **License Status**, **Speciality**, **Medical Title**, and **License Expiry Date** fields.
2. After entering all the staff details, click **Add New Staff**.  
The staff appear in the **Staff List**. You can **Edit**, **Delete**, 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.

MEDICAL ADVERTISEMENT AND VIOLATIONS			
Establishment Registration			
<div>Initiated</div> <div>Submitted</div> <div>Complete</div>			
Establishment Registration Summary			
Application Number	Application Status	Submit Date	Last Action Date
UJ42637	Approved	31-05-2021	25-12-2023

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**'.

The screenshot shows the 'MEDICAL ADVERTISEMENT AND VIOLATIONS' home page. At the top, there is a navigation bar with links: HOME PAGE, REGISTRATION, ADVERTISEMENTS, VIOLATIONS, and OLD SYSTEM APPLICATIONS-. The main content area includes a form for creating a new advertisement request. The form has two rows of input fields. The first row contains 'Establishment Name' (with a dropdown menu showing 'Trade'), 'Trade License Number' (with the value '121332'), and 'Trade License Expiry Date' (with the value '21-10-2024'). The second row contains 'Medical License No' (with the value '23432') and 'Medical License Expiry Date' (with the value '06-11-2024'). To the left of the form is a building icon with a cross. Below the form, there is a button labeled '+ Create New Advertisement Request'. At the bottom, there is a section titled 'Advertisement Application Statistics' which displays a table of application statuses and their counts.

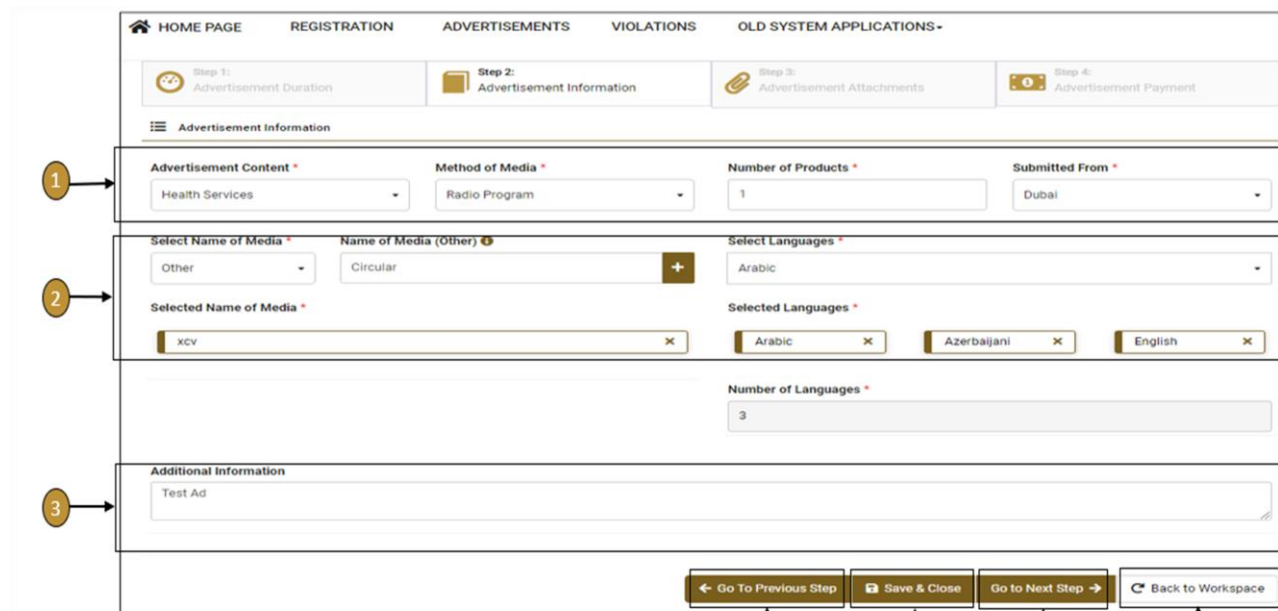
Advertisement Application Statistics	
Rejected / Not Submitted	1
Payment Requested	1
Approved	2
Rejected And Closed	0
InProgress / PendingApproval	1
Suspended Applications	0

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:

**Instructions:**  
Allowed file types : jpg,png,pdf,jpeg,doc,docx,wav,mp4,mp3,mpeg,mpg,wmv,ppt,pptx,mov  
Please attach an image for Advertisement Design with extension .jpg, .jpeg or .png  
Please do not include any special characters in the file name. e.g. "\",&#\*  
Mandatory Attachment : Advertisement Design

**Attachment Type \***  
Advertisement Design  
-Select-  
Health Care Provider License  
Municipality Report  
Product Reg Certificate  
Design

**Attachment \***  
Select

**Save Document** X Cancel

Last Action Date	View	Delete
25-12-2023		

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:

**Instructions:**  
Please select the doctors / assistant licenses which will be included in the advertisement

**Verified Staff List From Establishment Registration**

Staff Name	Staff License No	Medical Title	Speciality	License Status	Last Action Date	View	Add
Dr. Rashid	3432	Assistant	Paediatrics	Licensed			
Dr. Mercy	4354	Audiology Assistant	Audiological Medicine	Licensed			

**Advertisement Request Staff**  
No staff list to display

**Go To Previous Step** **Save & Close** **Go to Next Step** **Back to Workspace**

**Violations against the Establishment 0 - 0 of 0**

Business Group Name	Establishment Name	Trade License Number	Emirate	Advertisement Application Number	Violation Number	Violation Status	Product Classification	Mode of Media	Method of Media
No violations to display									

- 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**:

[HOME PAGE](#) [REGISTRATION](#) [ADVERTISEMENTS](#) [VIOLATIONS](#) [OLD SYSTEM APPLICATIONS-](#)

Step 1: Advertisement Duration

Step 2: Advertisement Information

Step 3: Advertisement Attachments

Step 4: Advertisement Payment

Advertisement Attachments

Instructions:

Allowed file types : jpg,png,pdf,peg,doc,docx,wav,mp4,mp3,mpeg,mpg,wmv,ptt,ptx,mov

Please attach an image for Advertisement Design with extension .jpg, .jpeg or .png

Please do not include any special characters in the file name. e.g. "\*"\'&#"

Mandatory Attachment : Advertisement Design

Add Documents

Active Attachments

File Type	Attachment Type	File Name	Last Action Date	View	Delete
Image	Advertisement Design	Sample1.png	03-01-2024		
Image	Health Care Provider License	Sample2.png	03-01-2024		
Image	Municipality Report	Sample3.png	03-01-2024		
Image	Product Reg Certificate	Sample2.png	03-01-2024		

Inactive Attachments

No documents to display

Add staff to advertisement request

Instructions:

Please select the doctors / assistant licenses which will be included in the advertisement

Verified Staff List From Establishment Registration

Staff Name	Staff License No	Medical Title	Speciality	License Status	Last Action Date	View	Add
Dr. Mercy	4354	Audiology Assistant	Audiological Medicine	Licensed			

Advertisement Request Staff

Staff Name	Staff License No	Medical Title	Speciality	License Status	Last Action Date	View	Remove
Dr. Rashid	3432	Assistant	Paediatrics	Licensed	1/3/2024 10:44:57 AM		

Go To Previous Step

Save & Close

Go To Next Step

Back to Workspace

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.

staging.moh.gov.ae/AVM/AppPages/AdRequest?rid=28a68196-0a13-44ca-9130-e4e36509dbb6

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION

HOME PAGE REGISTRATION ADVERTISEMENTS VIOLATIONS OLD SYSTEM APPLICATIONS

MEDICAL ADVERTISEMENT AND VIOLATIONS  
Advertisement Request

Initiated Submitted Complete

Application Number: PD91029  
Application Status: Not Submitted  
First Submit Date:   
Service Type: New  
Parent Application Number:   
Last Action Date: 26-12-2023  
Trade License No. - 121332  
Officer Comments:

Step 1: Advertisement Duration Step 2: Advertisement Information Step 3: Advertisement Attachments Step 4: Advertisement Payment

Application Fees 1 - 1 of 1

Application Number	Service Code	Amount	Paid
PD91029	145602-0164	100.00	No

Service Fees 1 - 1 of 1

Application Number	Service Code	Service Description	Period	Unit Price	Number of Languages	Number of Products	Total Amount (AED)	Paid
PD91029	145409-0173	Licensing of audible health advertisement for nonmedical companies or establishments / year	1 - Year	8000.00	3	1	24000.00	No

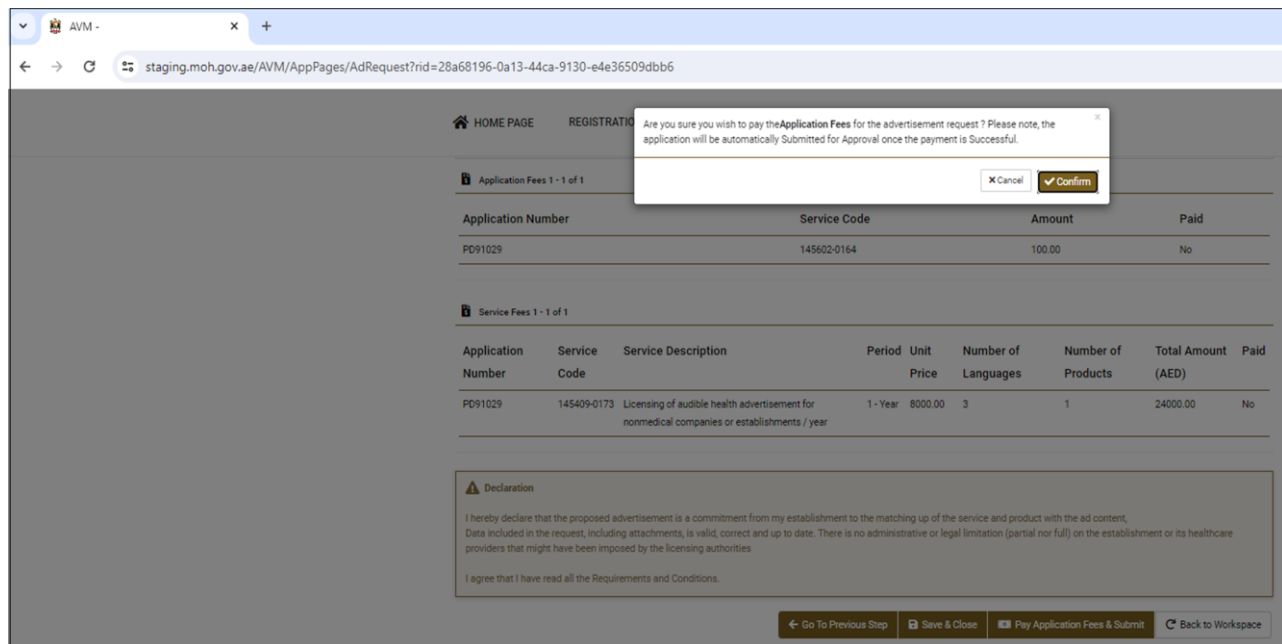
**Declaration**  
I hereby declare that the proposed advertisement is a commitment from my establishment to the matching up of the service and product with the ad content. Data included in the request, including attachments, is valid, correct and up to date. There is no administrative or legal limitation (partial nor full) on the establishment or its healthcare providers that might have been imposed by the licensing authorities.  
I agree that I have read all the Requirements and Conditions.

Go To Previous Step Save & Close Pay Application Fees & Submit Back to Workspace

Violations against the Establishment 0 - 0 of 0

Business Group Name	Establishment Name	Trade License Number	Emirate	Advertisement Application Number	Violation Number	Violation Status	Product Classification	Mode of Media	Method of Media
No violations to display									

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



Are you sure you wish to pay the Application Fees for the advertisement request? Please note, the application will be automatically Submitted for Approval once the payment is Successful.

Application Number	Service Code	Amount	Paid
PD91029	145602-0164	100.00	No

Application Number	Service Code	Service Description	Period	Unit Price	Number of Languages	Number of Products	Total Amount (AED)	Paid
PD91029	145409-0173	Licensing of audible health advertisement for nonmedical companies or establishments / year	1 - Year	8000.00	3	1	24000.00	No

**Declaration**

I hereby declare that the proposed advertisement is a commitment from my establishment to the matching up of the service and product with the ad content, Data included in the request, including attachments, is valid, correct and up to date. There is no administrative or legal limitation (partial nor full) on the establishment or its healthcare providers that might have been imposed by the licensing authorities.

I agree that I have read all the Requirements and Conditions.

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



UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION

الإمارات العربية المتحدة  
وزارة الصحة ووقاية المجتمع

Ministry of Health and Prevention  
Session time left: 00:18:59

Method Confirm

**Select the required payment method**

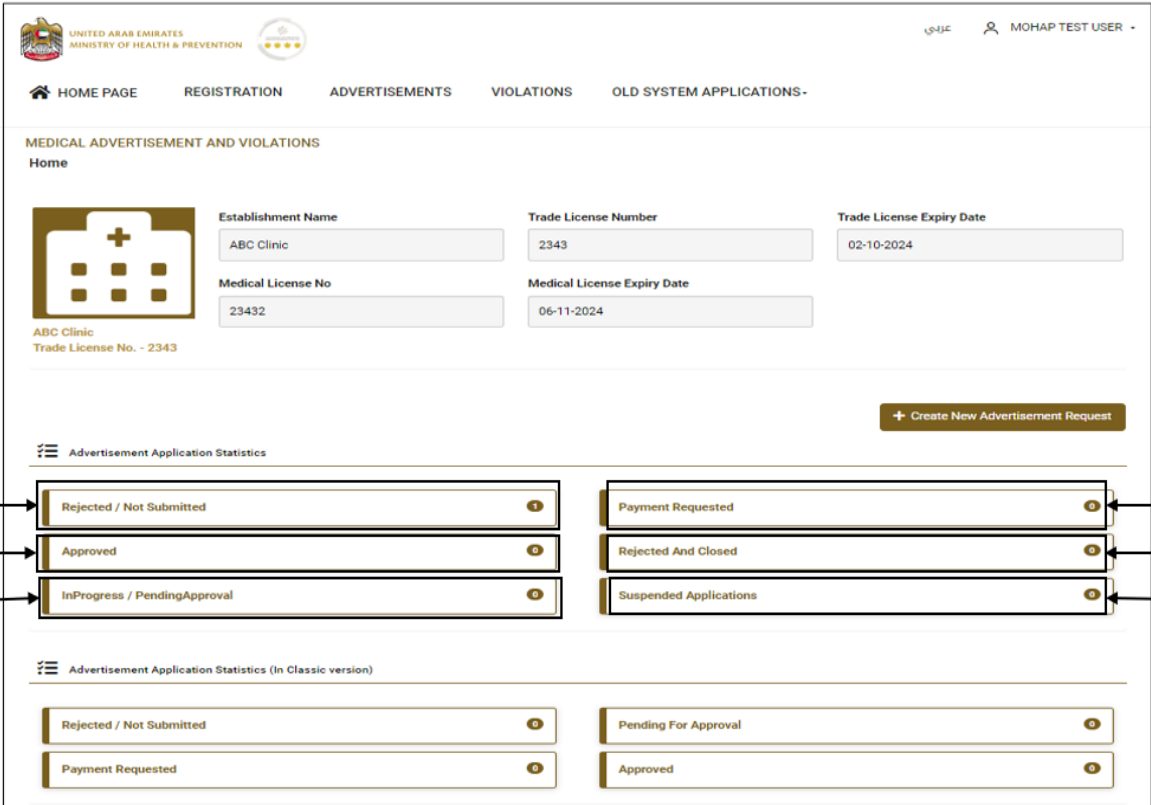
▶

▶


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:



The screenshot displays the 'Applicant Home Page' for the United Arab Emirates Ministry of Health & Prevention. The page header includes the ministry's logo and name, a language selector (Arabic), and a user profile (MOHAP TEST USER). The main navigation bar contains links for HOME PAGE, REGISTRATION, ADVERTISEMENTS, VIOLATIONS, and OLD SYSTEM APPLICATIONS. The 'MEDICAL ADVERTISEMENT AND VIOLATIONS Home' section features a clinic icon and a form with the following details: Establishment Name (ABC Clinic), Trade License Number (2343), Trade License Expiry Date (02-10-2024), Medical License No (23432), and Medical License Expiry Date (06-11-2024). A button labeled '+ Create New Advertisement Request' is located below the form. The 'Advertisement Application Statistics' section is divided into two columns. The left column, labeled '1', '2', and '3', contains 'Rejected / Not Submitted' (1), 'Approved' (0), and 'InProgress / Pending Approval' (0). The right column, labeled '4', '5', and '6', contains 'Payment Requested' (0), 'Rejected And Closed' (0), and 'Suspended Applications' (0). Below this, the 'Advertisement Application Statistics (In Classic version)' section shows 'Rejected / Not Submitted' (0), 'Payment Requested' (0), 'Pending For Approval' (0), and 'Approved' (0).

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.