



TRADITIONAL CHINESE MEDICINE PRACTITIONERS BOARD

226 Outram Road Block A #02-01 Singapore 169039

Tel: 6236 1080 Fax: 6236 1089

TCMB 14:1/1-1

15 November 2007

TCM Practitioners Board Notice 2007/3

Advertisements By TCM Practitioners

To: All Registered TCM Practitioners

1 The TCM Practitioners Board (“the Board”) wishes to remind all TCM Practitioners to observe the guidelines in relation to advertisements by TCM practitioners of their professional services, as set out in Section 4.4 of the “Ethical Code and Ethical Guidelines for TCM Practitioners” and would like to reiterate the following points:

- (a) TCM Practitioners are only permitted to place advertisements in professional and health care institution listings. They are not permitted to advertise in the general media (e.g. newspapers, commercial magazines, public displays, radio, television and on the internet).
- (b) When advertising in professional and healthcare institution listings, TCM Practitioners should only provide information on their qualification, area of practice, practice arrangements and contact details. Such information has to be factual, accurate, verifiable and not extravagant, misleading, sensational, laudatory, comparative or disparaging.
- (c) When conducting public education on healthcare issues, please note that you are only permitted to provide your name, registered area(s) of practice and place of practice. TCM Practitioners are not permitted to attempt to persuade the public to seek consultation from them through such means. If any photographs/ images are used in the course of educational talks organized by professional bodies or healthcare institutions or in professional journals, such photographs/ images must not be related to identifiable TCM practitioners or their patients either directly or by inference.

2 The Board views any breaches of the “Ethical Code and Ethical Guidelines” very seriously and would not hesitate to commence disciplinary proceedings against TCM Practitioners for breaches of the Code under TCM Practitioners (Practice, Conduct and Ethics) Regulations.

**The Registrar
Traditional Chinese Medicine Practitioners Board**

(This is a computer generated notice, no signature is required.)



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中医管理委员会通告 2007/3

有关中医执业者刊登的广告

致：所有注册中医执业者

1 中医管理委员会（“管委会”）提醒所有中医执业者注意遵守“中医执业者的道德准则及道德指导原则”第4.4大节下列出有关中医执业者刊登专业服务广告的指导原则。管委会在此强调下列各点：

(a) 中医执业者只能在专业和医疗机构的刊物刊登广告，不能在一般的商业媒体（如报纸、商业杂志、公开展览、电台、电视台、互联网等）刊登广告。

(b) 在专业和医疗机构的刊物刊登广告时，中医执业者只能提供个人的学历、执业范围、执业安排及联络详情等信息。这些信息必须是真实、准确、可证实、不夸大、不误导、不渲染、不赞美、不比较、不诋毁。

(c) 在进行医疗保健的公众教育时，中医执业者只能提供个人的名字、执业范围、及执业地点。中医执业者不能通过这类的管道尝试劝导公众向他求诊。如在专业和医疗机构所举办的讲演中或专业刊物中有用到照片、图片时，这些照片、图片不能显示任何可被辨认的中医执业者或他的病人，不论是直接的或被推断的辨认。

2 管委会严格的对待任何违反“中医执业者的道德准则及道德指导原则”的事件，并会毫不迟疑的在“中医执业者（执业、品行及道德）条例”“TCM Practitioners (Practice, Conduct and Ethics) Regulations”下对任何违反者采取制裁行动。

中医管理委员会注册官
2007年11月15日