• FREE CHEAT SHEET · ALI BAKSH · OCTOBER 2026

The new NMC rules, *on one page.*

What doctors and hospitals can and can't post since 6 October 2026, and a checklist to run before anything goes out.

ALLOWED VS NOT ALLOWED · PENALTIES · PRE-PUBLISH CHECKLIST

THE SHORT VERSION

Doctors may *teach.* Hospitals may *inform.*

On 6 October 2026, the NMC released new advertising guidelines for doctors and hospitals. They started the same day and cover every channel: social media, Google, websites, WhatsApp, billboards and AI-made content.

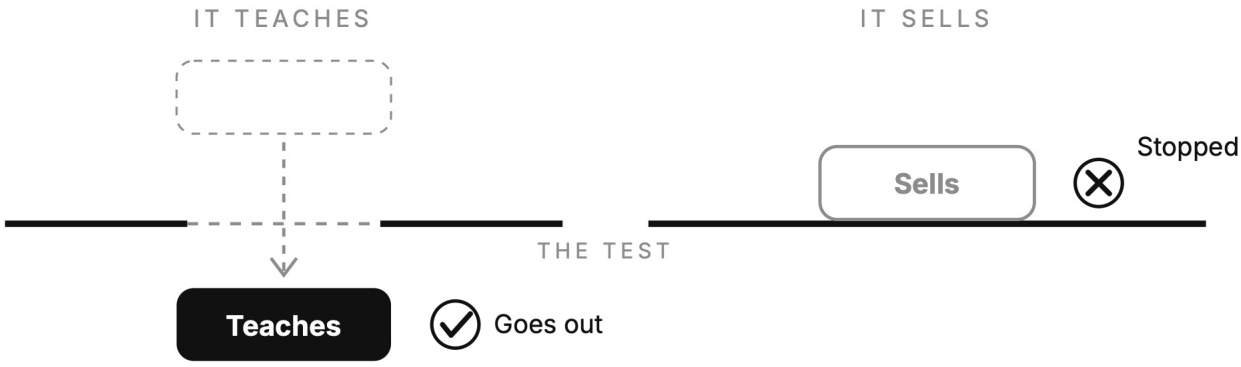
- **Doctors** may educate the public in their own name. They may not promote themselves, ask patients to come in, or get others to market their services.
- **Hospitals** may publish facts: departments, equipment, services, timings, charges, accreditation. No superiority claims, no promised results, no promoting one doctor.
- **Your agency doesn't protect you.** If you approved it, paid for it or knew about it, you are responsible.
- **No paying anyone per patient or per lead.** Flat fees only.

What happens if a doctor breaks the rules

VIOLATION	ACTION
First time	Warning and compulsory ethics training
Second time	Censure and a money penalty
Third time	Registration suspended for 3 to 6 months
Serious (misleading cure claims, inducements, mass digital solicitation)	Suspended for 6 to 12 months
Repeated	Removed from the medical register for 1 to 3 years

Allowed, and *not allowed.*

Rule of thumb: if it teaches or informs, it usually passes. If it sells, boasts or pressures, it usually doesn't.



EVERY POST GOES THROUGH ONE TEST: DOES IT TEACH, OR DOES IT SELL?

WHAT YOU WANT TO DO	STATUS	WHY
Health education posts and videos	**Allowed**	Education, as long as it doesn't ask people to book with you
Public health talks on TV, radio, online, or in your area, in your own name	**Allowed**	An allowed exception. Don't promote your employer.
Hospital page listing departments, equipment, timings, charges	**Allowed**	Factual, checkable information
Hospital website directory of doctors (name, qualification, specialty, registration, timings)	**Allowed**	Treated as patient information, not advertising
Announcements: new clinic, new address, new timings, your fees	**Allowed**	An allowed exception
Patient-education pamphlets handed out in your clinic	**Allowed**	No cure guarantees or superiority claims
Patient testimonials and video reviews used to promote you	Not allowed	Banned, even with consent
Before-and-after photos	Not allowed	Promotion banned. Only education use, anonymised, with consent

“Best”, “No. 1”, “leading”, “top”	Not allowed	Only if independently verifiable, with method, date and source shown
Success rates, patient counts, “100% success”, “guaranteed”	Not allowed	Unverifiable or misleading
Discounts, offers, contests, free procedures to pull people in	Not allowed	Seen as inducement
Fear-based ads	Not allowed	Named in the rules
A doctor’s photo used as publicity	Not allowed	Counts as self-advertising
Celebrity, influencer, staff or third-party endorsements	Not allowed	Banned endorsement
Buying followers, likes, reviews or rankings	Not allowed	Manipulation
AI-made promotional campaigns, AI patient images or voices	Not allowed	Any allowed AI content must be marked as AI
Paying anyone per patient or per lead	Not allowed	Banned pay structure
Using patient names, faces or records	Not allowed	Privacy. Anything used for teaching must be fully anonymous.

Show who’s speaking

On electronic posts, doctors should disclose their name, qualifications, registration status and SMR/NMR number. Clinical establishments should disclose the same details for the doctors behind their posts. (NMC guidelines, Explanations III and IV.)

Pre-publish *checklist.*

Run every post, ad, page and pamphlet through this list before it goes out. One “no” means rewrite it.

- [ ] It informs or educates. It doesn’t push people to book or come in.
- [ ] No “best”, “No. 1”, “leading”, “top” or “guaranteed”, unless independently verifiable with the source shown.
- [ ] No success rates, patient numbers or promised outcomes.
- [ ] No discount, free offer, contest or deal.
- [ ] No patient testimonial, review, story, name, face or record.
- [ ] No before-and-after image.
- [ ] No fear-based wording.
- [ ] No doctor’s photo used as publicity, and no single doctor promoted by a hospital.
- [ ] No celebrity, influencer, staff or third-party endorsement.
- [ ] Any AI-made content is labelled as AI. No AI used for patient images, voices or results.
- [ ] Every fact (timings, charges, equipment, accreditation) is true and current.
- [ ] Doctor-led education shows name, qualification and registration number.
- [ ] Enquiry data is handled privately and with consent.
- [ ] Whoever we pay to help us is paid a flat fee, not per patient.
- [ ] A copy is saved with the date it went out.

This is the “what not to do”.

The full NMC-Safe Clinic Growth Playbook shows what to do instead: the content system, front-desk scripts, compliant ads, posting on every platform, and a 90-day plan. 43 pages, ₹499.

Based on public reports of the NMC Guidelines on Ethical Advertising and Public Communication (6 October 2026). Not legal advice. When unsure, check with your State Medical Council or a lawyer.

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