



**Directorate General of Private Health
Establishments –
Procedure of Health Advertisement Section**

Doc. No: MoH/DGPHE/SOP/006/Vers.02
Effective Date: Dec 2021
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Institution Name: Directorate General of Private Health Establishments

Document Title: Procedure of Health Advertisement Section

Approval Process

	Name	Title	Institution	Date	Signature
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Acknowledgement

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Name of Employee	Institution / Directorate / Department
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Mr Bader Al Jabri	Directorate of General of Private Health Establishments
Ms. Rawan Said Al Amri	Directorate of General of Private Health Establishments
Ms. Yusra Al Wehaibi	Directorate General of Quality Assurance Center

Acronyms:

DGPHE	Directorate General of Private Health Establishments
HoD	Head of department
HoS	Head of section
MoH	Ministry of Health, Oman
PHE	Private Health Establishments
SOP	Procedure



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1. Introduction

The DGPHE provides this procedure as a functional guidance to standardize the format and the procedure for managing activities related to Health Advertisements that are initiated by all levels of the private healthcare institutions.

2. Scope

This document is applicable to all private healthcare institutes falling under the MoH.

3. Purpose

- 3.1 To provide guidelines for carrying out the activities related to the Health Advertisement Section
- 3.2 To ensure that all in PHE follow a recognized standardized framework and process.

4. Definitions

- 4.1 Health Advertisement Section: Health Advertisement Section are the everyday costs in running a business / Institutions for things that are used continually or will be used within one year.
- 4.2 Health Advertisement Section: Funds used to acquire a long-term asset. A capital expenditure results in depreciation deductions over the life of the acquired asset. (An A to Z Guide to Investment Terms for Today's Investor by David L. Scott. Copyright © 2003 by Houghton Mifflin Company. Published by Houghton Mifflin Company.)
- 4.3 Institution: is an organization, establishment, foundation, society devoted to the promotion of a particular cause or program e.g universities, hospitals, directorates (Douglas, 2010).
- 4.4 Institutional Document: is any document related/ applied to the institutional level.
- 4.5 National Documents: is any document applied to the national level.
- 4.6 Policy: is the basic principle, by which a government is guided, it declares objectives of the institute.
- 4.7 Procedure: is the established steps to be followed routinely in order to ensure that the outcome and values expressed in the policy are achieved (Athabasca University, 2009).



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- 4.8 Process: It is a set of mandatory step by step, detailed action required to successfully accomplish a task.
- 4.9 Revision: is a process of re-reading or reviewing a document periodically for updating purpose.
- 4.10 Version: Refers to the status the document currently at with regard to the number of times the document has been revised.



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5. Procedures:

Advertisement approval

- 1- Receiving application form advertisement by hand or email from the PHE
- 2- Check requirements by HoS
- 3- If the application meets the requirement, sign by the HoS and it is sent to the finance affairs for payment. Approving the advertisement by stamping the application and giving a license number
- 4- If the application is not completed documents will be pending. The HoS will communicate with the costumer directly or by email and inform him by the corrections needed.

Advertisement follows up

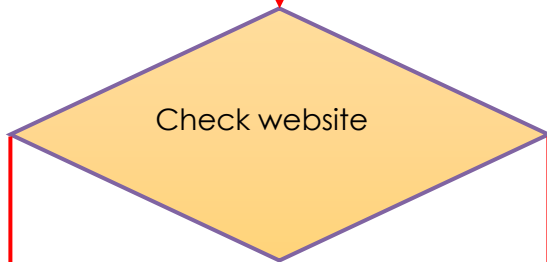
- 1- HoS checks PHE website or social media
- 2- If any advertisements is found published without DGPHE license number it will be sent to violation committee or the PHE is asked to attend the directorate to discuss the violation and advised to follow DGPHE rules and regulation



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Advertisement follows up



NO

YES

Sent to violation committee to charge

Invite

DONE

Payment

Discuss

Follow Rules and regulation



In Institutional Documents:
Health Advertisement Section
In National Documents:
DGPHE



In Institutional Documents:
Health Advertisement Section
In National Documents:
DGPHE



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6. Responsibilities

- 6.1 Responsibilities are mentioned above in the 6.0 procedure for each activity in the DGPHE while performing this procedure
- 6.2 Jamal Al Baluchi - Head of Health Advertisement Section
- 6.3 Bader Al Jabri – Head of Licensing and Assessing Health Professions Department
- 6.4 Dr Mazin AlKhabouri – DG of DGPHE

7. Document History and Version Control

Document History and Version Control			
Version	Description of Amendment	Author	Review Date
01	Initial Release	Jamal Al Baluchi - Head of Health Advertisement Section	Feb/2020
02	First Review	Jamal Al Baluchi - Head of Health Advertisement Section	Feb/2020
Written by		Reviewed by	Approved by
Jamal Al Baluchi		Ms Rawan Al Amri	Mr Bader Al Jabri



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8. Related Documents:

8.1. Advertisement license application, MoH/DGPHE/SOP No. 006/F/001/Vers.01

9. References:

Title of book/ journal/ articles/ Website	Author	Year of publication	Page
No references used			