

THE DEPARTMENT OF HEALTH REGULATORY SERVICES

Health Practice Commission

HEALTH CARE FACILITY

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ADVERTISING GUIDELINES

1. Health Care Facility (HCF) directories shall be in pursuant to relevant health practitioner guidelines for advertising for licensed practitioners, and shall avoid mention of any superiority.
 - (a) Descriptions of the types of services available, hours of service, and the telecommunication number(s) of the departments or units;
 - (b) Illustrations or photographs of the facilities and staff;
 - (c) The names of the staff who are employed by or accredited to the HCF;
 - (d) The designations of the staff in the HCF;
 - (e) The recognised medical qualification(s) of the health care practitioner;
 - (f) The main speciality and/or area of practice of the health care practitioner;
 - (g) The names of the department/unit to which each staff is attached;
 - (h) Telecommunication number(s) of the departments or units of the HCF.
2. Advertisements (other than HCF directories) of HCFs may only contain –
 - (a) General information, such as the name of the HCF, address, hours of service, HCF logo and, contact person (by designation only) and telecommunication number(s);
 - (b) The accommodation facilities (for example, attached bathroom, television or telephone) provided, including classes of accommodation, number of beds per class, and mode of payment;
 - (c) The professional services (such as Accident and Emergency, Surgical, Obstetrics and Gynaecology, and Psychiatric services) available; and
 - (d) Illustration or photographs of the facilities and staff photos.
3. Signboards and nameplates of all health care facilities shall only contain –
 - a) The name of the health care facility;
 - b) The logo of the health care facility, if any;
 - c) Telecommunication information for all media shall include but are not limited to phone and fax numbers, website addresses.
 - d) Hours of operation
 - e) The names of the health practitioner(s) practising in the medical clinic (facility), their recognised medical qualifications(s), and their principal area of practice or speciality (where applicable);
 - f) Modes of payment accepted
5. Signboard dimensions must comply with the regulations set out by the Central Planning Authority.