

## MEDICAL AND DENTAL PRACTITIONERS COUNCIL OF ZIMBABWE



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### Policy on Names of Health Premises

#### Background

Section 135 of the Health Professions Act (Chapter 27:19) unequivocally prohibits advertising of professional services. This is echoed in Section 4 of the Medical Practitioners (Professional Conduct) Regulations published in Statutory Instrument 41 of 2004 and Dental Practitioners (Professional Conduct) Regulations published in Statutory Instrument 190 of 2001. The Registrations Committee of the health Professions Authority has noted with concern the growing numbers of name of premises suggestive of advertising professional services.

The Practice Control Committee at its meeting held on 8 July 2014 decided that guidelines be developed that will assist practitioners with regards to names of practices.

#### Purpose of the Policy

The purpose of the Policy is to assist practitioners to avoid names suggestive of advertising or with connotations of promoting the medical or dental services provided at the respective institution.

#### Policy

1. No practitioner shall use the name of a practice with connotations of advertising or promoting professional services provided at the institution.
2. No practitioner shall use a name that suggests provision of a better service than any other practice.
3. No practitioners shall use professional qualifications that are not registered with the Council as a way of making patients believe that the practitioner is more qualified than he actually is.
4. Practitioners' surnames with connotations of advertising will be considered on merit.

**APPROVED OCTOBER 2014.**

