



COUNCIL POLICY ON WEBSITE

BACKGROUND

The functions of the Medical and Dental Practitioners Council of Zimbabwe includes amongst others, to assist in the promotion of the population of Zimbabwe through the regulation of the medical and dental profession. Advertising of professional services by a registered practitioner is deemed to be an act of unethical conduct as patients are vulnerable to misleading information. Equally it is an act of improper conduct for a registered practitioner to associate themselves with an institution that advertises for patients. In an attempt to close the gap it has been found necessary for patients to be informed of where to get medical services through a Policy on Information to the public. Enhancing communication with stake holders is one of the strategic activities of the Council. Internet provides an unprecedented opportunity for sharing of information with stakeholders.

GUIDELINES ON INFORMATION ON THE WEBSITE

Purpose of the Policy

The purpose of this Policy is to guide the registered practitioners and stakeholders on how to disseminate information that is in good taste, accurate not capable of misleading the public. The information should be beneficial to the public.

POLICY

This Policy applies to:

- a) A registered Health Institution that wishes to establish a Website.**
- b) A registered Practitioner that wishes to establish a Website.**
- c) Stakeholders who wish to inform the public or the health professionals about health issues without overt advertising.**
- d) Stakeholders who wish to have links with the Council website.**

The Website must conform with the following:

- 1) The content must be approved by the Council upon application.
- 2) The content shall be of an informative nature that will benefit the public and/or health professionals.
- 3) The content of the information including photographs shall aim mainly at providing factual information on professional services provided.
- 4) The information shall contain factual, truthful and balanced representation.
- 5) The information shall not advertise professional services offered.
- 6) The quoted professional qualifications must be only those recognized and registered with the Council.
- 7) The approved websites shall be reviewed by Council on a regular basis.

- 8) Council reserves the right to reject any application if it does not comply with the provisions on the Policy on Information to the Public.
- 9). Social networks linked to the website should conform with the above guidelines.

Approved August 2012

1st Amendment December 2013

2nd Amendment March 2014

3rd Amendment May 2014

Approved by EXCOM 5/8/2014

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19/6/15