



Medical Council Malta

Date: 14th August 2026.

Circular 03/2026

To All Medical and Dental Professionals

Subject: Advertising, Promotional Activity and the Use of Digital Media

The Medical Council Malta wishes to remind all registered medical and dental practitioners of their professional obligations when providing information to the public and when participating in advertising, promotional activities and media engagement. It has been noted that healthcare-related content featuring medical and dental practitioners is increasingly being disseminated through digital media, social media platforms, sponsored articles and other promotional channels. The Council therefore considers it appropriate to reiterate the ethical principles governing professional advertising and promotion.

Practitioners are reminded that the purpose of professional communications should be to provide objective and factual information to the public and not to promote oneself, compare oneself with others or otherwise seek commercial advantage through professional status. Promotion of self or comparison of oneself to others is inconsistent with the ethical standards expected of members of the medical and dental professions.

Practitioners are reminded of the following principles:

- Information made available to the public should be factual, accurate, verifiable and presented in a dignified and professional manner.
- Practitioners should avoid any form of advertising that may create unrealistic expectations of treatment outcomes or imply guaranteed results.
- Comparative claims concerning the services, skills or expertise of other practitioners should not be made.
- Testimonials, endorsements or promotional statements that may mislead the public or exploit patients' trust should be avoided.
- Particular caution should be exercised when using social media, sponsored articles, advertorials, paid promotional content and similar digital marketing tools. Reference is made to the Council's guidance on the use of social media ([Microsoft Word - Code of Ethics for the Use of Social Media by doctors and dentists](#)).
- Whilst healthcare institutions, clinics and hospitals may advertise the services they offer, registered medical and dental practitioners should avoid participation in commercial promotional activities that effectively constitute personal advertising, such as advertorials. Educational articles are acceptable, whereas commercial advertising involving doctors or dentists is not compatible with the Council's guidance.

The Council further notes that articles appearing in newspapers, online media platforms, sponsored publications or social media may, depending on their nature and content, constitute advertising. Practitioners are therefore encouraged to carefully consider whether their participation in such publications complies with the provisions of the Council's ethical guidance and the applicable regulations governing professional advertising.

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The Medical Council emphasises that the trust placed in medical and dental professionals by patients and the public is founded upon professional integrity and probity. Practitioners should therefore ensure that all public communications reflect these values and always uphold the dignity of the professions.

Practitioners are encouraged to review the Council's **Regulations on Advertising and the Provision of Information to the Public (2017)** ([Regulations-on-advertising-and-the-provision-of-information-to-the-public-June-2017.pdf](#)) and to ensure continued compliance with all relevant ethical and professional obligations.

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