



On approval of rules for implementation of advertisements of medical services (assistance)

Unofficial translation

Order of the Minister of Healthcare of the Republic of Kazakhstan dated September 21, 2020 № RK HM-105/2020. Registered in the Ministry of Justice of the Republic of Kazakhstan on September 22, 2020 № 21236

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In accordance with Article 56, paragraph 1, of the Code of the Republic of Kazakhstan dated July 7, 2020 "On public health and healthcare system," **I hereby ORDER:**

1. To approve the attached Rules for advertisements of medical services (assistance).
2. In accordance with the procedure established by the legislation of the Republic of Kazakhstan, the Committee for quality control and safety of goods and services of the Ministry of Healthcare of the Republic of Kazakhstan shall:
 - 1) ensure state registration of this order with the Ministry of Justice of the Republic of Kazakhstan;
 - 2) place this order on the Internet resource of the Ministry of Healthcare of the Republic of Kazakhstan after its official publication;
 - 3) within ten working days after the state registration of this order, submit to the Legal Department of the Ministry of Healthcare of the Republic of Kazakhstan information on the implementation of the measures provided for in subparagraphs 1) and 2) of this paragraph.
3. Control over the execution of this order shall be entrusted to the supervising Vice-Minister of Healthcare of the Republic of Kazakhstan.
4. This order shall enter into force upon expiry of ten calendar days after the date of its first official publication.

*Minister of Healthcare
of the Republic of Kazakhstan*

A. Tsoi

Approved
by the order of the
Minister of Healthcare of the
Republic of Kazakhstan
dated September 21, 2020
№ RK HM-105/2020

Rules for implementation of advertisements of medical services (assistance)

Chapter 1. General provisions

1. These Rules for advertisements of medical services (hereinafter referred to as the Rules) have been developed in accordance with Article 56, paragraph 1, of the Code of the Republic of Kazakhstan dated July 7, 2020 "On public health and healthcare system" (

hereinafter referred to as the Code), and shall define the procedure for the promotion of advertisements of medical services (assistance).

2. The following concepts shall be used in these Rules:

1) advertisement - information distributed and/or placed in any form by any means, intended for an indefinite number of persons and designed to form or maintain an interest in an individual or legal entity, goods, trademarks, works, services and promote their implementation;

2) advertiser – an individual or legal entity who shall be the source of advertising information for the production, distribution and placement of advertisement;

3) medical services - actions of health care subjects having preventive, diagnostic, therapeutic, rehabilitation and palliative orientation in relation to a particular person;

Chapter 2. Procedure for advertisement of medical services (assistance)

3. Advertisement of medical services (assistance) shall be carried out with a state license for the advertised type of medical activity in the media, electronic information resources in healthcare organizations, specialized medical publications, reference and information centers, scientific conferences, symposia, exhibitions intended for specialists with medical education, promotions.

4. Advertising in the territory of the Republic of Kazakhstan (with the exception of periodicals, Internet resources, news agencies) shall be carried out in Kazakh and Russian, as well as at the discretion of the advertiser and in other languages without distorting the basic meaning of advertising when translating its content from one language to another.

5. When advertising medical services (assistance), including through the advertiser, the license number and the name of the authority that issued the license shall be indicated.

6. Advertising of medical services (assistance) shall be allowed in accordance with the requirements provided for in Article 56, paragraph 2 of the Code.