

# **Philippine Medical Association**

## PMA: CHANGING MINDSET IN CHARTING THE FUTURE

Member Co-Founder World Medical Association (WMA)
Confederation of Medical Association in Asia and Oceania (CMAAO)
Medical Association of Southeast Asian Nations (MASEAN)

Secretariat

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### MEMORANDUM CIRCULAR NO: 2018-03-19-050

: ALL PRESIDENTS OF: COMPONENT SOCIETIES SPECIALTY DIVISIONS SPECIALTY SOCIETIES AFFILIATE SOCIETIES

DATE : MARCH 19, 2018

SUBJECT : POSITION STATEMENT ON MEDGATE PHILIPPINES

Greetings! After a careful and thorough scrutiny of MEDGATE PHILIPPINES, the Commission on Ethics has come up with its position regarding this agency as follows:

'In reference to the Code of Ethics of Medical Profession, Article III – Duties of Physicians to the community, section 4, specifically forbids solicitation and recruitment of patients by employing agents. Hence, PMA should discourage physicians from employing MEDGATE PHILIPPINES to solicit patients for them. Section 4, Article III runs. A physician shall not employ agents in the solicitation and recruitment of patients. For the promotion of medical practice, a physician may use professional cards, classified advertising, publications, internet, directories and signboards. Signboards shall not exceed one by two (1x2) meters in size. Except in internet websites, only the name of the physician, fields of specialty, office hours, or office or residential addresses may appear. The act of the physician in publishing his or her personal superiority, special certificates or diplomas, post-graduate training, specific methods of treatment, operative techniques, or former connections with hospitals or clinics is not allowed. However, these matters may be placed by a

physician within the confines of his clinic or residence. For internet websites, recognizing the right of a patient to know the capabilities and qualifications of his doctor, special certificates or diplomas, post-graduate training and former connections with hospitals or clinics may be posted.'

Philippine Medical Association strongly supports this position and hopes for your support as well in promoting compliance with the Code of Ethics.

Thank you!

Very truly yours,

Noted by:

IRINEO C. BERNARDO III, MD

President