2026 NMC Guidelines Compliance Checklist

A 20-point self-check for doctors (RMPs), clinics and hospitals, based on the NMC Guidelines on Ethical Advertising and Public Communication (Public Notice R-13014/01/2024-Ethics, 6 October 2026). Tick each item for your website, Google Business Profile, social accounts, ads, listings and print.

#	Check	Yes	No	Notes / evidence
Identity and disclosure				
1	Name, qualifications, registration status and SMC/NMR number on every post, profile and web page	☐	☐	
2	No self-photographs on signboards or letterheads	☐	☐	
Claims and language				
3	No 'best', 'No. 1', 'top', '100% success' or 'guaranteed cure' unless objectively verifiable	☐	☐	
4	No success-rate or procedure-volume figures used promotionally	☐	☐	
5	Risks stated alongside benefits	☐	☐	
6	Awards and rankings verified, without superiority framing	☐	☐	
Patients				
7	Promotional testimonials, video reviews and success stories removed	☐	☐	
8	Before-and-after images removed unless strictly scientific, anonymised and consented	☐	☐	
9	Patient photos, scans and records protected (DPDP Act, 2023)	☐	☐	
10	No celebrity patients or influencer promotion	☐	☐	
Money and offers				
11	No discounts, cashback or packages designed to attract patients	☐	☐	
12	No referral fees, commissions or pay-per-lead agency contracts	☐	☐	
Digital and AI				
13	No paid or fake reviews, followers or ranking schemes	☐	☐	
14	No commercial AI-generated promotional campaigns or synthetic patients	☐	☐	
15	AI-origin disclosure on any permitted AI promotional content	☐	☐	
16	Human clinical review of all AI-assisted health content	☐	☐	
Endorsements and third parties				
17	No doctor endorsement of drugs, devices, diagnostics or supplements	☐	☐	
18	Agency, platform and employer content reviewed before publishing	☐	☐	
19	Telemedicine content checked against the 2020 guidelines	☐	☐	
Legacy content				
20	Posts published before 6 October 2026 audited, since they are judged by today's rules	☐	☐	

Your score: _____ / 20 Reviewed by: _____ Date: _____

Any 'No' answers? Fix testimonials, superiority claims, offers and patient data first. See the worked sample audit report and the full guide at digitalcrats.com/nmc-guidelines-india/.

Official source: NMC notice PDF: nmc.org.in/whats-new/download/1874. Disclaimer: reflects Digital Crats' reading of the notice; verify against the official text and consult a qualified healthcare lawyer for decisions specific to your practice.