

AD COPY · NMC 2026

Ad copy for doctors that passes review

Swap adjectives for facts a patient can check.

Facts
beat hype

Swipe →

Words that get ads rejected

- × "Best", "No. 1", "top", "leading"
- × "Guaranteed", "100%", "permanent", "cure"
- × "Painless", "risk-free", "no side effects"
- × Fear: "Don't ignore chest pain"
- × Discounts, offers, "FREE" and "!!!"

Facts that get clicks

- ✓ The specialty, in patients' words
- ✓ The neighbourhood, not just the city
- ✓ Availability, only if reliably true
- ✓ Languages spoken and cashless status
- ✓ How to book: call, WhatsApp, online

Same intent, compliant

× BEFORE

"Best Knee Surgeon in Pune"

✓ AFTER

"Knee Specialist in Kothrud"

× BEFORE

"Painless Cataract Surgery"

✓ AFTER

"Cataract Consultation Today"

Fear and gimmicks out

× **BEFORE**

"Don't Ignore Chest Pain!"

✓ **AFTER**

"Cardiology OPD, Mon to Sat"

× **BEFORE**

"FREE Consultation, Hurry"

✓ **AFTER**

"Book Online or on WhatsApp"

Let assets carry the detail

- 1 Sitelinks to doctor profiles and timings
- 2 Callouts: languages, parking, pharmacy
- 3 Call asset with a tracked number
- 4 Location asset linked to your profile

Never put a phone number in the ad text.

Approve once, reuse safely

- 1 Keep an approved claim library
- 2 Draft only from approved facts
- 3 Clinician reviews every line and the landing page
- 4 Check automated text features
- 5 Record who approved what, and when

Full guide and sources:

gauravphogat.com/ad-copy-for-doctors-compliant-specific-clickable

A marketer's summary, not legal advice. Check the official rules for exact wording.