

MEDICAL VALUE TRAVEL

The compliance line in international patient marketing

Three questions decide it.

**Say.
Keep.
Speak.**

Swipe →

Ask these first

- 1 What may you say?
- 2 What may you collect and keep?
- 3 Who may speak in your name?

Claims to drop

- × Outcome claims and success figures
- × Comparisons between countries or hospitals
- × "Cheaper" or "better" than home
- × Patient testimonials and stories
- × Package discounts as inducements

Follow the stricter

INDIA

NMC, ASCI, DMR Act, DPDP

THEIR COUNTRY

Health advertising and data laws

CONFLICT

The stricter rule wins

Data that crosses a border

- 1 Consent in the family's language
- 2 Separate consent for each purpose
- 3 Reports in the system of record, not personal phones
- 4 Share only what the case needs

The checks to run

- 1 Audit every market page for claims
- 2 Translate consent into top languages
- 3 Move case data off personal WhatsApp
- 4 Put facilitator terms in writing
- 5 Check partner material against NMC rules

Full guide and sources:

gauravphogat.com/international-patient-marketing-compliance

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