

MEDICAL VALUE TRAVEL

International patient stories after the NMC rules

What hospitals can still publish for families abroad.

**Explain.
Don't testify.**

Swipe →

Even with consent

- × Patient testimonials and success stories
- × Promotional case studies
- × Content made for families abroad is covered too
- × Anything that identifies a child, ever

Trust from expertise

- ✓ Doctor-led explainers, subtitled
- ✓ The journey: reports, estimate, arrival, follow-up
- ✓ Coordinators, interpreters and nurses on their work
- ✓ Accreditation with issuer and date; languages

In this order

- 1** Pause paid use of patient content today
- 2** List every video, quote and photo
- 3** Take down or unlist; keep a record
- 4** Ask facilitators to remove theirs
- 5** Delete raw footage you no longer need

If a patient features

- 1 Consent separate from treatment
- 2 In the family's language, via an interpreter
- 3 A recorded read-back
- 4 Easy withdrawal through a named person

Week, month, quarter

- 1 This week: pause paid use, start the list
- 2 This month: take down every testimonial
- 3 This quarter: explainers for top two markets
- 4 Ongoing: a signed house standard
- 5 Check partner material every quarter

Full guide and sources:

gauravphogat.com/international-patient-stories-consent

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