

छत्तीसगढ़ आयुर्विज्ञान परिषद्, रायपुर
CHHATTISGARH MEDICAL COUNCIL:RAIPUR

(Estd. on 26-2-2001 U/s 3 of the Chhattisgarh Ayurvigyan Parishad Adhiniyam 1987, C.G. Govt. Adaptation order 2001)

First Floor, Dr. Balmukund Sharma Clinic, Kankalipara, Near Nagar Nigam Ayurvedic Hospital, Raipur – 492001 (C.G.)

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No. CGMC/Gen./Conf./2022/ 269

Raipur Dated : 12/04/2022

To.

The Registrar
Haryana Medical Council,
Room No. 46 Civil Hospital Sector-6 Panchkula
Pin-134109 (Haryana)

Speed Post

Subject:- action against doctors of Madalasa hospital for advertisement

Respected Sir,

Greetings,

With due regards we want to bring to your notice an advertisement for the needful from your end.

The advertisement shows that Madalasa Hospital has joined hand with SODHI's Supermarket and is offering 1free OPD with a senior consultant at Madalasa Hospital for Shopping daily needs at SODHI's Supermarket. This advertisement has photographs of nine doctor with their names.

This advertisement is very derogatory to medical profession and is a blatant violation of MCI, Professional conduct, Etiquette and Ethics Regulation 2002 on various counts.

1/-section 1.1.1"A physician shall uphold the dignity and honour of his profession ".This advertisement definitely lowers the dignity and honour of the profession.

2/-section 1.2.1"The objective of the medical profession is to render service to humanity with full respect for the dignity of profession and man."This advertisement had brought down the dignity of medical profession to level of commodity like bouquet akin to an offer "free bouquet with 5Kgs Surf powder".

3/-Advertisement-section 6.1.1" Soliciting of patients directly or indirectly, by a physician, by a group of physicians is unethical. A physician shall not make use of him / her (or his / her name) as subject of any form or manner of advertising or publicity through any mode either alone or in conjunction with others which is of such a character as to invite attention to him or to his professional position".

This advertisement is blatant violation of this section for soliciting patients by unethical means.

4/-section 6.1.2" Printing of self photograph, or any such material of publicity in the letter head or on sign board of the consulting room or any such clinical establishment shall be regarded as acts of self advertisement and unethical conduct on the part of the physician."Gross violation of this section is very evident.

5/Rebates and Commission-section6.4.1" A physician shall not give, solicit, or receive nor shall he offer to give solicit or receive, any gift, gratuity, commission or bonus in consideration of or return for the referring, recommending or procuring of any patient for medical, surgical or other treatment. A physician shall not directly or indirectly, participate in or be a party to act of division, transference, assignment, subordination, rebating, splitting or refunding of any fee for medical, surgical or other treatment". As per the advertisement there would no consultation fee charged to the patient, which simply means rebating the fee to solicit patient, which is unethical and open violation of this section.

Photographs and names of nine doctors are shown in the advertisement, Dr.Abhinava Yadav, Dr.Vinod Saini, Dr.Gaurava Gupta, Dr. Gaurava Bansal, Dr. Garima Singh, Dr. Yash Fauzdar, Dr. Kuldeep Kumar, Dr. Sachin Jain, Dr. Abhimanyu Sangwan.(There may be some mistake in names as names on photograph available were little hazy).

You are requested to kindly care to do the needful so as to uphold the dignity of medical profession.If not stopped at early stage,big series by many others are likely to follow the suit.

Thanking you in anticipation of quick and strict action,

Enclosure: Above mentioned advertisement

with regards,

(Dr.Lalit Shah)

M.S.,M.Ch(uro),LLB

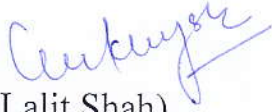
President,Ethics Committee
Chhattisgarh Medical Council

(Dr. Shrikant Rajimwale)

Registrar

Chhattisgarh Medical Council

- 1- Sectary, National Medical Commission, New Delhi 110077 for information.
- 2- Chief Secretary , 4th Floor Civil Secretariat, Sector-1, Chandigarh for information
- 3- Secretary, Health & Family Welfare Department, Room No. 47, 9th Floor Haryana Civil Secretariat, Sector-1, Chandigarh 160001 for information.



(Dr.Lalit Shah)
M.S.,M.Ch(uro),LLB
President,Ethics Committee
Chhattisgarh Medical Council



(Dr. Shrikant Rajimwale)
Registrar
Chhattisgarh Medical Council



**Madālasā
Hospital**

**MADĀLASĀ HOSPITAL HAS JOINED HANDS
WITH SODHI'S SUPER MARKET UNDER IT'S
"OUR NEIGHBORHOOD OUR COMMUNITY PROGRAM"**



**Shop your Daily Needs at
SODHI'S SUPER MARKET
& Get**

**1 Free OPD With A Senior Consultant At
MADĀLASĀ HOSPITAL**

Criteria for availing benefits*

- ✓ Minimum one time Purchase at Sodhi's Super Market in the month of April 2022 of Rs. 1,999/- & Above.
- ✓ Free OPD valid from 1st April till 30th April 2022.
- ✓ Prior appointment and original receipt of Sodhi's Super Market Stores is mandatory.
- ✓ Contact 9319661010 for booking Free OPD & for information related to delivery / health packages.

**15%
OFF**

ICU

PHARMACY & LAB

AMBULANCE



* Terms and Conditions apply

**MADĀLASĀ
HOSPITAL**



9319661010 | 8448996280

Near Huda Market, Sector 46, Gurugram