



MINISTRY OF HEALTH

RCD/IP/221/2014

27 November 2014

DR FOK CHUN KWOK ALEX
Alex Fok Endocrine Practice
3, Mt Elizabeth #07-07
Mount Elizabeth Medical Centre
Singapore 228510

PRIVATE HOSPITALS & MEDICAL CLINICS (PHMC) (PUBLICITY) REGULATIONS

We refer to the publicity featured on the clinic's website <http://www.alexfok.com> at 13 November 2014, medical clinic licensed to DR FOK CHUN KWOK ALEX.

2 We note that the following contents featured at the clinic's website and their subpages of the clinic's website are potential contraventions of the PHMC (Publicity) Regulations. Copies of publicity are attached for your reference. The examples are as follows;

- a) At subpage <http://www.alexfok.com/extraextra.html> - Featured 'before-and-after' treatment photos. [Regulation 4(1)(c)(i)¹ and Regulation 4(1)(f)²];
- b)
- c) At subpage http://www.alexfok.com/i3_ultrasound_thyroid.html - Featured 'before-and-after' treatment photos. [Regulation 4(1)(c)(i) and Regulation 4(1)(f)];
- d) At subpage http://www.alexfok.com/t4_alcohol_sclerotherapy.html - Featured 'before-and-after' treatment photos. [Regulation 4(1)(c)(i) and Regulation 4(1)(f)];
- e) At subpage http://www.alexfok.com/whats_new.html - Featured 'before-and-after' treatment photos. [Regulation 4(1)(c)(i) and Regulation 4(1)(f)];

3 Please provide us with the following by **11 December 2014**:

- (a) An explanation on the above contravention/s with the PHMC (Publicity) Regulations;
- (b) The name, designation and contact details of the licensee or the licensee's representative who provided approval for the contents of the publicity and for publishing the publicity;
- (c) If the publicity was conducted with a third party, please provide us with the name, designation and contact details of the person representing the third party with whom the clinic had liaised for the publicity. Please indicate if the publicity was

¹ 4(1)(c)(i). The publicity must not contain any information that implies that the healthcare institution can obtain results from treatment not achievable by other healthcare institutions or create an unjustified expectation from the treatment provided.

² 4(1)(f). The publicity must not provide information to the public in such a manner as to amount to soliciting or encouraging the use of the services provided by or at any healthcare institution.



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amended and/or published by the third party without your prior knowledge/approval; and

(d) The measures taken to cease and/or rectify the publicity.

4 Meanwhile, please undertake a thorough review of all your publicity materials to ensure compliance with the PHMC (Publicity) Regulations.

5 The PHMC (Publicity) Regulations and its related Explanatory Guidance can be accessed at https://elis.moh.gov.sg/elis/info.do?task=legislation&file=Reg_PHMC_Publicity_Regulations.pdf and <https://elis.moh.gov.sg/elis/publishInfo.do?task=download&pkId=176> respectively.



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