 <p>澳門特別行政區政府 Governo da Região Administrativa Especial de Macau 衛生局 Serviços de Saúde</p>	<p>私人醫務活動牌照科 指引 U.T.L.A.P. (Macau SS) Guidelines</p>	<p>No.: 3/UTLAP/2020 Ver.: 2.0 Created on: 7/7/2016 Revised on: 24/8/2020 Page: 1/4</p>
<p>衛生護理服務場所名稱之指引 Guidelines on the Naming of Premises Providing Healthcare Services</p>		

I. Introduction

The practice of providing healthcare services under the private regime in the Macao SAR is subject to the regulation of Decree-Law no. 84/90/M of 31st December, which was amended by Decree-Law no. 20/98/M of 18th May.

In accordance with subparagraph b) of paragraph 2 of article 1 in Decree-Law no. 84/90/M, premises providing healthcare services include: hospitals, clinics, polyclinics, health centres or health homes, maternity hospitals, nursing centres, clinical analysis laboratories and radiology laboratories, diagnostic centres, treatment centres and rehabilitation centres.

The title (name and logo) of premises providing healthcare services should be clear and intelligible enough for potential clients to identify the medical acts or services that the premises intend to provide, and cannot create doubts on the nature and scope of practice of the premises.


In fact, Decree-Law no. 84/90/M only regulates the licensing for the practice of healthcare activities in the private sector, without providing for the naming of premises providing healthcare services.

In consideration that the provision of healthcare services in the private regime is an activity of public interest, the Health Bureau is, therefore, responsible for ensuring that health professionals possess the necessary professional capacity for their job.

It is also the duty of the Health Bureau to ensure the safety and quality of private healthcare services provided to the population of Macao.

In this regard, it is opined that the name and logo of premises providing healthcare services should not contain elements that are likely to confuse people about the nature and scope of practice of the premises.

In accordance with Law no. 7/89/M of 4th September, advertising messages should respect the truth and not mislead the advertisement recipients. All advertisements that, through artifice, subliminal means or dissimulation, mislead or influence the advertisement recipients from understanding the nature of the message transmitted, are prohibited.

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Similarly, it is prohibited to use advertising forms that, whether directly or indirectly, by falsification, omission, exaggeration or ambiguity, mislead consumers regarding the characteristics of the goods or services.

As a matter of fact, the name and logo is the medium through which a premises is made known to the public, and the core around which all the advertising and promotion are made.

Meanwhile, advertising, as an instrument to encourage spending, should respect consumers' right, in particular their right to obtain accurate, truthful, complete and comprehensible information about the health services provider.

Hence, medical advertising should identify the health services provider in a truthful, complete and comprehensible manner, so as not to cause doubts regarding its nature and suitability; this can only be made possible with proper naming of premises providing healthcare services.


Considering the public interest behind this matter, it is of utmost importance to encourage the use of a name and logo that are suitable for the activities performed, unique and non-misleading among owners of premises providing healthcare services.

In order to establish appropriate regulation on this matter, it is necessary to lay down a set of rules to inform and unify the standards for the naming and logo of premises providing healthcare services during the licensing procedures.

With the aim of coordinating the analysis of licensing applications submitted to the Health Bureau, the director of Health Bureau has approved the following guidelines:

II. Objectives and scope

- 2.1. The regulations set out in these guidelines must be taken into consideration during the licensing procedures of premises providing healthcare services governed by Decree-Law no. 84/90/M of 31st December as amended by Decree-Law no. 20/98/M of 18th May.
- 2.2. Premises providing healthcare services refer to those prescribed in subparagraph b) of paragraph 2 of article 1 in Decree-Law no. 84/90/M, namely: hospitals, clinics or polyclinics, health centres or health homes, maternity hospitals,


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nursing centres, clinical analysis laboratories and radiology laboratories, diagnostic centres, treatment centres and rehabilitation centres.

- 2.3. Apart from the above terms, those that can clearly represent the type of medical services provided, such as medical centre, medical service centre, physiotherapy centre, treatment centre, radiology or imaging centre, laboratory and other similar terms can also be used, provided that they are directly consistent with the actual services available and the use of such terms will not cause confusion as to the nature and scope of practice of the premises.
- 2.4. In the interest of the community, premises providing healthcare services are only allowed to use the generic names listed in 2.2 and 2.3, together with an appropriate, identifiable element.

III. Naming of premises providing healthcare services

- 3.1. A name should consist of the following: a generic name as listed in 2.2 and 2.3, the business name or name of association, and the type of health services provided.
- 3.2. The “type of health services provided” mentioned in the previous paragraph does not have to be an integral part of a name; however, if such is used as part of the name, the stipulations of subparagraph a) of paragraph 2 in article 1 of Decree-Law no. 84/90/M dated 31st December should be observed.
- 3.3. The name should correspond with the medical acts or services intended to be provided by the premises.
- 3.4. The name of premises providing healthcare services should not cause doubts about the nature and scope of practice of the premises.
- 3.5. The name of premises providing healthcare services must be distinguishable, not liable to confusion and not identical with names already registered with the Health Bureau.
- 3.6. The name must be given in one or both of the official languages of the Macao Special Administrative Region and, if given in both Chinese and Portuguese, an equivalent English name may be added.

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- 3.7. The naming of premises providing healthcare services must conform to the following principles:
- 3.7.1. The components of the name and logo must reflect the truth and not liable to misunderstanding regarding the identity, nature, size or activities of the premises;
 - 3.7.2. Names and logos must not disrespect symbols of the Macao Special Administrative Region, persons, epochs or institutions whose name or meaning should be safeguarded on account of historical, scientific, institutional, cultural or other worthwhile reasons.
 - 3.7.3. Names and logos must not contain expressions which correspond to qualities or excellencies to the detriment of other persons.
- 3.8. Premises providing healthcare services cannot use names and logos that:
- 3.8.1. Undermine the interests of the Macao Special Administrative Region, the society or the public;
 - 3.8.2. Offend public morals and good customs;
 - 3.8.3. Represent the name of a disease;
 - 3.8.4. Go beyond the approved scope of services;
 - 3.8.5. Represent the name of a medical instrument, medicine or medical product;
 - 3.8.6. Contain words like “complex illness”, “specialist in treating XX disease”, “expert”, “renowned doctor” or others with similar meaning, as well as words that directly or indirectly promote or attempt to guarantee certain treatment effects;
 - 3.8.7. Are likely to be misleading or create confusion with a public establishment or association;
 - 3.8.8. Are regulated by other competent authorities.