Healthcare Industry Ad Approval Checklist

1. Compliance

☐
Complies with relevant healthcare regulations (e.g., HIPAA, FDA, FTC, etc.)

☐
Includes mandatory disclaimers and disclosures

☐
Claims are substantiated with credible sources or documentation

☐
No false, misleading, or exaggerated information

2. Content Review

☐
Uses appropriate medical terminology

☐
Information is clear and accurate

☐
No unapproved/unsubstantiated treatment or cure claims

☐
All statistics/facts cited are referenced

3. Imagery & Graphics

☐
Images accurately represent product/service

☐
No misleading before-and-after images

☐
Appropriate for target audience (age, culture, etc.)

☐
No use of unauthorized logos or trademarks

4. Additional Legal Review

☐
Reviewed by legal and compliance teams

☐
Consent obtained for any patient testimonials/photos

☐
Product labeling consistent with approved uses

Notes / Comments