CURECAST
CLINICAL PHOTO MANAGEMENT

DHA Before and After Photo Checklist for Dubai Clinics

This checklist is based on the Dubai Health Authority (DHA) Standards for Medical Advertisement Content on Social Media.

Items marked “good practice” are not written in the DHA standard, but they help you show exactly what was approved.

1. Written patient consent matches the use

- [ ] Check that the patient’s written consent covers this exact post.
- [ ] Check that the time period in the consent still covers the planned post.
- [ ] Record who checked the consent, which photos are proposed and which platform will carry them, such as Instagram (good practice).
- [ ] For a patient under 18, get consent from the child’s parent that you can verify before using the child’s personal or health information.

2. The before and after photos show the case accurately

- [ ] Check that the photos and the caption describe the same treatment.
- [ ] Check that the photos only show patients who actually had the treatment.
- [ ] Look at the cropping and layout, so the post does not give a wrong impression.
- [ ] Review the finished post, not only the photos. Taking photos the same way each time helps, but it does not replace this final audit (good practice).

3. The results statement and risks are easy to read

- [ ] Include a statement that the same result is not guaranteed and may be different for each person.
- [ ] State the risks in the post.
- [ ] Make this statement the same font size as the rest of the post.
- [ ] Check that small print is easy to read without zooming in. Check the finished post on a phone too (good practice).

4. The caption makes no promises you cannot support

- [ ] Check the caption and the image for absolute statements, exaggerated claims or alarming wording, such as “the best”, “the only”, “miraculous”, “100%”, “has no side effects” or “immediate results”.
- [ ] Do not add any promise about the result that the patient record cannot support.

5. The medical director’s approval is recorded

- [ ] Send the final post to the medical director for review. The DHA standard makes the medical director accountable for the content and style of the clinic’s social media advertising.
- [ ] Decide who will gather the photos, the signed consent, the caption and the final post design, and send them to the medical director together (good practice).
- [ ] Record the approval before posting, and keep a record of exactly what was approved: the photos, the caption and the final design. A quick “looks good” message does not show exactly what was approved (good practice).
- [ ] Save a copy of every approved post, including its edits, so you can show it if the DHA checks your posts. With each copy, keep the photo reference numbers, the consent reference, the final caption and design, the name of the person who approved it, the date and the platform. Store these where your team can find them later, not in personal chats. If a photo or caption changes after approval, review the post again before it goes live.

6. Do not film or live stream surgery

- [ ] Do not film or live stream surgery to promote your clinic on social media, whether the surgery is minor or major. This is still not allowed even if the patient says yes.

Important: *This checklist is a practical review aid, not legal advice, a certification or a guarantee of DHA compliance. Requirements depend on your clinic’s circumstances. Confirm applicable current requirements with the DHA and qualified legal advice.*

Standard used: DHA Standards for Medical Advertisement Content on Social Media, code DHA/HRS/HPSD/ST-21, version 1.1. Source checked 16 November 2026.

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