Caspian Studio

Client sign-off sheet · NMC 2026 Standard v1.0

PRACTICE OR HOSPITAL

DOCTOR'S NAME

COUNCIL AND REGISTRATION NUMBER

DELIVERABLES IN THIS SIGN-OFF

VERSION OR LINK REVIEWED

CONTACT FOR URGENT TAKEDOWN

#	I CONFIRM THAT	YES	NOT USED
1	I have read every page, post or print item in this delivery and approve it for publishing. `4.4`	☐	☐
2	My name, qualifications, registration status, council and registration number are shown correctly. `3.2 Expl. III · 9.1`	☐	☐
3	Every other doctor named has given their details and agreed to be listed. `3.2 Expl. IV`	☐	☐
4	All fees shown are current, complete and factual. `8.1(x) · 8.2(ii)`	☐	☐
5	There is no discount, offer, coupon, cashback, referral benefit or free procedure that may lead to unnecessary care. `8.1(x)`	☐	☐
6	Words like best, No.1, leading or top are used only where independently verifiable. Any award shows the awarding body and date. `8.1(ix)`	☐	☐
7	There are no guaranteed outcomes, success rates, patient counts, or 'painless' or 'miracle' claims. `8.1(iii) · 8.1(vi)`	☐	☐
8	There are no patient testimonials, reviews, stories, before-and-after images or celebrity patients. `3.2 Expl. V · 6.2 · 8.1(v)`	☐	☐
9	No patient can be identified from any image, video or text. Any permitted use has written consent. `6.1 · 6.3 · 6.4 · 7.4`	☐	☐
10	My photograph is used only as I have agreed, and not as promotional publicity. There is no self-photo on letterhead or signboard. `9.2`	☐	☐
11	There is no endorsement of any drug, device or product in my name, photo, voice or signature. `8.1(iv)`	☐	☐
12	Any sponsor or commercial relationship in the content is disclosed. `8.1(xi)`	☐	☐
13	Any machine-made image, voice or text is labelled, and none shows a real patient or doctor. `7.2 · 7.2(b) · 7.2(c)`	☐	☐

#	I CONFIRM THAT	YES	NOT USED
14	Messages are calm and factual. Nothing uses fear or creates demand for tests or procedures. `8.1(i)`	☐	☐
15	WhatsApp and email go only to people who chose to receive them, with a way to stop. `7.6 · 10.1(iv)`	☐	☐
16	The studio's fee is fixed. No payment to anyone is linked to patients, leads or referrals. `8.1(vii) · 8.1(viii)`	☐	☐
17	No followers, likes, reviews or ranking have been bought or arranged. `8.1(xii)`	☐	☐
18	Hoardings and boards carry factual information only. `5.2`	☐	☐

Photo decision (clause 9.2): ☐ no doctor photo ☐ photo in the directory only ☐ photo as listed here: _____

DOCTOR'S SIGNATURE AND DATE

FOR CASPIAN STUDIO: REVIEWER'S SIGNATURE AND DATE

Clause numbers refer to the NMC Guidelines on Ethical Advertising and Public Communication, public notice No. R-13014/01/2024-Ethics dated 06/10/2026. Keep this sheet with the approval record for three years.