

An Overview of Healthcare Advertising Penalties during the Covid-19 Pandemic

Emine Kuranel¹ * Büşra Gül² * Gözde Yeşilaydin³ * Ece Uğurluoğlu Aldoğan⁴

- ¹ PhD Candidate, Ankara University, Institute of Health Sciences, Department of Health Management
² Res. Asst., Eskişehir Osmangazi University, Faculty of Health Sciences, Department of Health Management
³ Assoc. Prof., Eskişehir Osmangazi University, Faculty of Health Sciences, Department of Health Management
⁴ Prof., Ankara University, Faculty of Health Sciences, Department of Health Management

ARTICLE INFO	ABSTRACT
<p>Article Type: Research Article</p> <p>Keywords: Advertising in the Health Sector, Advertising Penalties, Covid-19 Pandemic</p> <p>Corresponding Author(s) ¹ Emine Kuranel ² Büşra Gül ³ Gözde Yeşilaydin ⁴ Ece Uğurluoğlu Aldoğan</p> <p>E-mail: ¹ kuranelemine@gmail.com ² busra.gul@ogu.edu.tr ³ gyesilaydin@ogu.edu.tr ⁴ ugurluoğlu@health.ankara.edu.tr</p>	<p><i>The differentiation of people's health-related needs, changes in patient-physician relations, differentiation in patients' satisfaction levels, the execution of health services as a business, interest in preventive health services and the fact that patients are more questioning their health status increase the interest in marketing. The fact that health services have different characteristics compared to other services that people receive requires that the issue of advertising in the field of health should be handled separately and carefully. There are some legal regulations to keep health-related advertisements under control. Although it is valuable to examine the penalties for advertisements in the field of health in line with legal regulations, it is thought that it is also important to examine the advertising penalties given in the health sector, especially in global disaster situations such as the Covid-19 pandemic. For this purpose, the advertising penalties imposed by the Advertisement Board under the category of "health" covering the pre-pandemic period (2019) and the pandemic period 2020, 2021 and 2022 in Türkiye, were retrospectively examined and interpreted.</i></p>