

MEDICAL REGISTRATION ORDINANCE (Chapter 161)

ORDER MADE BY THE MEDICAL COUNCIL OF HONG KONG

It is hereby notified that the Medical Council of Hong Kong after due inquiry held on 27 May 2009, 6 November 2009 and 27 February 2010 in accordance with section 21 of the Medical Registration Ordinance, Chapter 161 of the Laws of Hong Kong, was satisfied that Dr. TSE Tsz Wah, being a registered medical practitioner, in respect of an advertisement in the 7 June 2006 issue of the publication 'Sunday Life' pertaining to an organisation known as 'CosMedic Beautria' which he had a financial or professional relationship with:—

- (1) contrary to paragraph 14.1.1 of the Professional Code and Conduct for the Guidance of Registered Medical Practitioners ('the Code'), he failed to ensure that the advertisement conformed to the principles and rules set out in paragraph 4.2 of the Code (Revised to become section 5.2 in the updated version of the Code, as promulgated in the March 2006 issue of the Newsletter of the Medical Council of Hong Kong), in that the advertisement did not conform to the permissible ways of disseminating service information set out under paragraph 4.2.3 (Revised to become section 5.2.3 in the updated version of the Code, as promulgated in the March 2006 issue of the Newsletter of the Medical Council of Hong Kong);
- (2) he failed to ensure that the organisation did not seek to obtain business by an improper means, namely by including in the advertisement a coupon offering advantages to new clients.

The Council was satisfied that in relation to the facts alleged, Dr. TSE has been guilty of misconduct in a professional respect.

In accordance with section 21(1)(v) of the Medical Registration Ordinance, the Council ordered on 27 February 2010 that a warning letter be served on Dr. TSE Tsz Wah. The above order shall be published in The Government of the Hong Kong Special Administrative Region Gazette.

Felice LIEH-MAK *Chairman, The Medical Council of Hong Kong*