

HEALTHCARE CONTENT

PUBLISHING CHECKLIST

FOR MARKETING, EDUCATIONAL AND INFORMATIONAL CONTENT

August 2026

CUEBRIDGE CHECKLIST

Marketing, Advertising, Informational & Educational Content

Guidelines for Pre-Publication Review

Purpose: Complete this checklist before publishing any marketing, advertising, informational or educational content about a healthcare product, medical device, diagnostic, medicine or therapy.

Do not publish until each applicable check is confirmed and any required Regulatory, Medical or Legal review is complete.

Asset		
Campaign		
Campaign Owner		
Product Family		
Therapy		
Date		
Publish Channel		

How to use this checklist:

Record the asset details above, complete each applicable WHERE, WHO, WHAT, PROVE and PROTECT check, and retain evidence or approval references with the final asset record. If an item is not applicable, record the reason. If any answer is uncertain or cannot be confirmed, select REVIEW or STOP rather than proceeding.

Reference standards:

Use the sources below to identify the requirements that apply to the product, audience, market and communication type. Confirm that the current version is being used at the time of review.

1.  [HPRA Medical Devices Hub](#)
2.  [EU MDR 2017/745 \(note Article 7 Claims\)](#)
3.  [EU IVDR 2017/746](#)
4.  [Advertising Standards Ireland Code \(note Section 11\)](#)
5.  [MHRA : Regulating Medical Devices in the UK](#)
6.  [UK Medical Devices Regulations 2002](#)
7.  [ASA/CAP Code Section 12 : Medicines & Medical Devices](#)
8.  [MHRA Northern Ireland Device Rules](#)

1. WHERE - MARKET & REGULATORY REGION

- I have identified **every country/region** where this content will be visible or distributed.
- I have confirmed the product is **approved, authorised or appropriately CE/UKCA marked** for that market, where required.
- I have identified and documented every applicable regulatory framework, including EU and Ireland, Great Britain, Northern Ireland, the United States, or another relevant jurisdiction.
- I have checked whether our role creates additional obligations. **Manufacturer / Authorised Rep/ Importer / Distributor / Agency**
- Digital content has not accidentally created promotion in a territory where the product is not authorised or intended to be marketed.

STOP: If you cannot confirm the market and regulatory status, do not publish.

2. WHO - INTENDED AUDIENCE

Audience:

- General Public / Patients
- Healthcare Professionals
- Hospital / Clinical Decision Makers
- Distributor / Commercial Partner
- Internal Only

Confirm:

- The product/therapy may legally be promoted to this audience.
- The language, clinical detail and claims are appropriate for that audience.
- HCP-only information is clearly restricted/identified where required.
- Prescription-only therapy information is **not being promoted to the general public** where prohibited.

- Social media, website and search visibility (SEO & AEO) have been considered, not just the intended recipients.

3. WHAT - PRODUCT, LICENSE & INTENDED USE

Before making a claim, I have verified:

- Correct product name and manufacturer/Marketing Authorisation Holder.
- Product classification: **Medicine / Medical Device / IVD / Other.**
- Current regulatory/marketing authorisation status.
- Current approved **indication or intended purpose.**
- Correct patient population and clinical setting.
- Any prescription, professional-use or supply restrictions.
- Content does **not imply an unapproved/off-label indication or expanded intended purpose.**

**** Golden Rule ****

Marketing language must never create a clinical indication, benefit or intended use that the authorised product information does not support.

4. PROVE - CLAIMS & CLINICAL EVIDENCE

For **every clinical, performance or comparative claim**, ask:

“Can we prove this?”

- Claims are supported by approved product information and/or appropriate evidence.
- Evidence is current, traceable and available for review.
- Statistics have not been selectively presented or exaggerated.
- Study findings are represented accurately.
- Association/correlation has not been presented as causation.
- Competitor comparisons are accurate, fair and substantiated.

**** RED-FLAG WORDS ****

Safer • Superior • Better • Proven • Prevents • Reduces • Eliminates • Faster • Best • Leading • Improves Outcomes • Clinically Proven

To use one of these terms Regulatory/Medical/Legal review must be obtained as required.

5. PROTECT - SAFETY & MANDATORY INFORMATION

What mandatory information must accompany the content?

Check where applicable:

- Product/therapy identity.
- Active ingredient.
- Approved indication/intended purpose.
- Appropriate regulatory/authorisation information.
- Prescription/supply/professional-use classification.
- Relevant warnings and precautions.
- Contraindications.
- Adverse reactions / side effects.
- Appropriate safety information.
- Manufacturer / Marketing Authorisation Holder information.
- Link/reference to current approved product information, IFU or SmPC where required.
- Required adverse-event / product-complaint reporting information.
- Mandatory safety information is **prominent and readable**, rather than hidden by design or formatting.

Important: Obtain the required mandatory information notice according to the product, audience, jurisdiction and communication type.

30-SECOND GREENLIGHT CHECK

Before clicking **PUBLISH**, answer five questions:

WHERE?

Which regulatory market will see this?

WHO?

Who is the intended audience? Realistically, what audience could this potentially reach?

WHAT?

What exactly are we authorised to promote?

PROVE?

Can we substantiate every clinical and performance claim?

PROTECT?

Are all required safety, regulatory and health notices present?

 GREEN / **REVIEW** / **STOP**

 GREEN — Proceed

All five sections are confirmed, and the content is within existing approved claims/templates.

 REVIEW — Escalate

There is a new clinical claim, comparison, study/statistic, new audience, new geography, significant safety statement or uncertainty about interpretation.

 STOP — Do Not Publish

The product is not appropriately authorised for the market, the audience cannot legally receive the promotion, the claim cannot be substantiated, the content suggests an unauthorised use, or mandatory safety/regulatory information is missing.

Approval Record

Record GREEN, REVIEW or STOP, together with the basis for that decision. Publication may proceed only when the outcome is GREEN or when all required reviews and approvals arising from a REVIEW outcome have been completed and documented.

- **WHERE** checked
- **WHO** checked
- **WHAT** checked
- **PROVE** checked
- **PROTECT** checked

Asset / Campaign		
Content Owner		
Product / Therapy		
Regulatory Review Required	Yes	
	No	
Medical / Legal Reviewer		
Reviewer / Approval Reference		
Date		