Introduction: The Brazilian population is often exposed to information about new Health Technologies, which, in most cases, are incomplete, being possible to favor or not treatments and technologies that are being implemented in the market and, consequently, pose a risk to health. The aim of this paper is to evaluate the quality of health publications to general public, published by the Brazilian media, including newspapers, magazines and online publications.

Methods: A cross-sectional study was conducted focusing on the quality of health news published in Brazil between April 2015 and September 2017. The study was conducted in four stages: selection of journals, selection of news, quality assessment and dissemination of evaluations, covering nine communication vehicles. The evaluations were performed based on ten previously established criteria, considering, among others, the innovative character and the description of benefits, risks, costs and scientific evidence about health technologies. The percentage of satisfactory criteria has been translated into a star rating ranging from one to five.

Results: A total of 447 news items were selected, 100 of which were evaluated and published on the project’s website. Among the evaluated news, most were published in the Estado de Minas newspaper, O Globo and G1. Medicines (31%) and diagnostic methods (20%) were the most published topics; Prevention strategies (7%) and nutritional supplements (1%) were the least frequent. As for quality, 59% of the news had a median score (three stars).

Conclusion: Assessing the quality of health news is of paramount importance to ensure that the population is not misled by false expectations of cure or induced by the use of new interventions without proven and often costly effectiveness. Thus, the Media Doctor aims to contribute to the qualification of information about health technology news, that may burden the health system in the future.

Key words: Health technology; National Health System; Sistema Único de Saúde; Health communication