

# CODE OF ETHICS FOR THE PROFESSION OF DIAGNOSTIC MEDICAL ULTRASOUND

The goal of this Code of Ethics is to promote excellence in patient care by fostering responsibility and accountability thereby helping to ensure the integrity of professionals involved in all aspects of diagnostic medical ultrasound.

## OBJECTIVES

- To create an environment where professional and ethical issues are discussed
- To help the individual practitioner identify ethical issues
- To provide guidelines for individual practitioners regarding ethical behaviour

## PRINCIPLES

**Principle 1:** In order to promote patient well being, professionals shall:

- A. Provide information about the procedure and respond to the patient's concerns and questions.
- B. Respect the patient's self-determination and the right to refuse the procedure.
- C. Recognize the patient's individuality and provide care in a non-judgmental and non-discriminatory manner.
- D. Promote the privacy, dignity and comfort of the patient and his/her family.
- E. Protect the confidentiality of acquired patient information.
- F. Strive to ensure patient safety.
- G. Promote equitable access to care.

**Principle 2:** To promote the highest level of competent practice, professionals shall:

- A. Obtain the appropriate education and skills to ensure competence.
- B. Practice according to published and recognized standards.
- C. Work to achieve and maintain appropriate credentials.
- D. Acknowledge personal limits and not practice beyond their capacity, education, certification and skills.

- E. Perform only those procedures that are medically indicated and properly requisitioned, restricting practice to validated and appropriate tests. For research studies follow established research protocol, obtaining and documenting informed patient consent as needed.
- F. Ensure the completeness of examinations and the timely communication of important information to the appropriate interpreter.
- G. Strive for excellence and continued competence through continuing education.
- H. Perform ongoing quality assurance.
- I. NOT compromise patient care by the use of substances that may impair judgment or skill.

**Principle 3:** To promote professional integrity and public trust, professionals shall:

- A. Be truthful and promote honesty in interactions with patients, colleagues and the public.
- B. Accurately represent their level of competence, education and certification.
- C. Avoid situations which may constitute conflict of interest.
- D. Maintain appropriate personal boundaries.
- E. Promote cooperative relationships within the profession and with other members of the health care community.
- F. Refrain from involvement in situations which exploit others for financial gain or misrepresent information to obtain reimbursement.

