

Professional Standard:

Communication and Professionalism



College of
**COMPLEMENTARY HEALTH
PROFESSIONALS OF BC**



Principle	Outcome Statement
As a licensee, you must meet the following Principles within the Professional Standard: Professionalism.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will:
Principle 1: CCHPBC licensees must uphold professionalism in all aspects of their practice to maintain public trust.	Be professional, ethical and respectful at all times.
Principle 2: CCHPBC licensees must reflect on and address the biases, assumptions, and stereotypes they hold to ensure they provide equitable and inclusive care	Provide equitable and inclusive care.
Principle 3: CCHPBC licensees must ensure people feel safe, respected, and supported when accessing health care services.	Provide respectful personalized care in an accessible practice environment
Principle 4: CCHPBC licensees must communicate clearly and truthfully in a manner that is respectful.	Communicate clearly, truthfully, and respectfully in all interactions.
Principle 5: CCHPBC licensees must engage in fair, reasonable, and accurate billing practices.	Be transparent and ethical about all fees related to the services they provide.



Definitions

delegate: means to delegate the performance of an aspect of practice or a restricted activity, if the delegation is made by a licensee in the course of practising a designated health profession to a person who is not authorized to practise the designated health profession.

Principle 1: CCHPBC licensees must uphold professionalism in all aspects of their practice to maintain public trust.

To meet this standard, CCHPBC licensees must:

- 1.1 Maintain current knowledge of and comply with all applicable legal, regulatory, and professional requirements governing professional practice.
- 1.2 Not engage in unsafe, incompetent, unethical or unlawful practice.
- 1.3 Accept accountability for their individual decisions and actions, as well as for the outcomes of the care they provide and the care they delegate to others.
- 1.4 Not harass, exploit or physically, verbally, emotionally, financially, or sexually abuse their patients.
- 1.5 Report unsafe behaviour or unethical conduct by colleagues or other health care practitioners to appropriate authorities, prioritizing patient safety and well-being.
- 1.6 Monitor and maintain their own physical, mental, and emotional health to ensure safe practice, including by discontinuing practice if necessary.



Principle 2: CCHPBC licensees must reflect on and address the biases, assumptions, and stereotypes they hold to ensure they provide equitable and inclusive care.

To meet this standard, CCHPBC licensees must:

- 2.1 Acknowledge and identify that conscious and unconscious biases, assumptions, and stereotypes may influence their decision-making, communication and professional conduct.
- 2.2 Proactively identify, address and mitigate the impact of biases, assumptions, and stereotypes to provide equitable, inclusive and culturally safe care by:
 - 2.2.1 implementing inclusive practices,
 - 2.2.2 using feedback from individuals or groups to adjust behaviours and communications accordingly.

Principle 3: CCHPBC licensees must ensure people feel safe, respected, and supported when accessing health care services.

To meet this standard, CCHPBC licensees must:

- 3.1 Establish a practice environment that is welcoming, safe and accessible to all people, using feedback from individuals or groups when provided.
- 3.2 Proactively identify and address physical or systemic accessibility factors to ensure the provision of equitable care.
- 3.3 Approach each patient as an individual, identifying and building upon their personal strengths to support care.
- 3.4 Adapt treatment planning and decision making collaboratively with a patient to be inclusive of their values, beliefs, lived experiences, and personal preferences.



- 3.5 Provide equitable care by respecting each patient's individuality, considering gender, sexual orientation, abilities, religion, ethnicity, race, and culture.

Principle 4: CCHPBC licensees must communicate clearly and accurately in a manner that is respectful

To meet this standard, CCHPBC licensees must:

- 4.1 Take reasonable steps to understand a person's language and communication needs or preferences by taking into consideration:
 - 4.1.1 accessibility and equity needs,
 - 4.1.2 use of an interpreter, and
 - 4.1.3 other communication supports.
- 4.2 Communicate clinical information using understandable language that enhances and promotes health literacy and shared decision-making.
- 4.3 Communicate in a way that is respectful, truthful and free from fear-based, coercive or pressuring language including:
 - 4.3.1 In-person communication;
 - 4.3.2 Online and electronic communication;
 - 4.3.2.1 media sharing;
 - 4.3.2.2 social networking;
 - 4.3.2.3 other user-generated content;
 - 4.3.2.4 virtual care;
 - 4.3.2.5 email and text messages; and
 - 4.3.2.6 online portals (i.e. Electronic Medical Records, clinic software management systems, messaging platforms).



4.4 Use language that is inclusive, respectful, and sensitive including:

4.4.1 Using words and expressions that affirm and validate patients' identities.

4.4.2 Avoiding language, expressions, or proverbs that reinforce stereotypes, bias, or discrimination, and may have culture-bound or inappropriate racial connotations.

4.4.3 Ensuring language, tone, and non-verbal cues support dignity and cultural sensitivity.

4.4.4 Adapting communication styles as needed to ensure clarity and comfort for patients.

4.4.5 Seeking feedback from patients or colleagues to improve communication inclusivity.

Principle 5: CCHPBC licensees must engage in fair, reasonable, and accurate billing practices.

To meet this standard, CCHPBC licensees must:

5.1 Set and charge fees that are fair, reasonable, accurate and clearly displayed and explained to the patient prior to providing any service.

5.2 Not accept payment for health care services not yet rendered to a patient.

5.3 Identify and take reasonable steps to correct any billing errors and document the findings, action taken, and the outcome.

5.4 Not engage in or facilitate fraudulent billing activities. Fraudulent billing activities include:

5.4.1 charging an insurance provider a fee for a health care service or product that is higher than the fee normally charged for the same service or product; and



- 5.4.2 submitting billing for services that the licensee knows to be false or misleading, including billing for services outside their scope of practice as if they were within scope.
- 5.5 Accept responsibility for all billing under their licence number and report any fraudulent use of their licence information by others to the appropriate authorities.

not in force until April 1, 2026