

# Professional Standard

Communication and Professionalism





Principle	Outcome Statement
<b>As a licensee, you must meet the following Principles within the Professional Standard: Professionalism.</b>	<b>People receiving health care services from a CCHPBC licensee expect that their health care practitioner will:</b>
<b>Principle 1:</b> CCHPBC licensees must uphold professionalism in all aspects of their practice to maintain public trust.	Be professional, ethical and respectful at all times.
<b>Principle 2:</b> 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.
<b>Principle 3:</b> CCHPBC licensees must ensure people feel safe, respected, and supported when accessing health care services.	Provide respectful personalized care in an accessible practice environment.
<b>Principle 4:</b> CCHPBC licensees must communicate clearly and truthfully in a manner that is respectful.	Communicate clearly, truthfully, and respectfully in all interactions.
<b>Principle 5:</b> 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.

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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.

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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.

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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.

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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.**

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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.