

Workbook

Communication and Professionalism

Module 4



College of
**COMPLEMENTARY HEALTH
PROFESSIONALS OF BC**

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Introduction

As a licensee of the College of Complementary Health Care Professionals of BC (CCHPBC), you are responsible to act professionally, ethically, and respectfully at all times, and provide equitable, inclusive, person-centred care. You must communicate clearly and truthfully and maintain fair and transparent billing practices in accordance with the [Professional Standard: Communication and Professionalism](#).

This workbook is designed to help you understand and apply the Professional Standard: Communication and Professionalism in your day-to-day practice.

HOW TO USE THIS WORKBOOK

This workbook has been designed to review one Principle at a time. Make sure you have a copy of the professional standard open as you go through the workbook and reflect on how you meet the professional standard in your day-to-day practice.

Please download and save the workbook to your device. Alternatively, you may print the workbook. Be sure to use the fillable text boxes throughout the workbook to record your answers and reflections. As you complete the questions, save your work to avoid losing your progress. Answers to the “Apply to Practice” questions can be found in the Answer Key at the end of the workbook. There is **no** requirement to submit the workbook or report completion to the College.

Resources are available to support you. See the [orientation video](#) and the resources at the end of the workbook for more information.

Professional Standard

Communication and Professionalism



Learning Outcomes

After reviewing the [Professional Standard: Communication and Professionalism](#) and engaging with the workbook, licensees will demonstrate practical understanding of the legal and ethical requirements for communication and professionalism in professional practice.

Specifically, licensees will be able to:

- Describe professional obligations related to accountability, duty to report, and maintaining fitness to practise.
- Identify the types of harassment, exploitation and abuse that are prohibited in practice.
- Describe the requirement to acknowledge biases and address them in practice.
- Identify the requirements for communicating in a manner that is clear, accurate, and respectful.
- Describe the requirements for engaging in fair, reasonable, and accurate billing practices.

Principle 1 and Outcome Statement

Principle 1	Outcome Statement
CCHPBC licensees must uphold professionalism in all aspects of their practice to maintain public trust.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will be professional, ethical and respectful at all times.

Why is upholding professionalism in all aspects of practice important?

Upholding professionalism across all areas of practice demonstrates to the public that licensees are committed to fostering ethical and respectful therapeutic relationships grounded in accountability, honesty, safety, and competence.

As you review Principle 1, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

You have recently sustained an injury and are considering discontinuing practice.



CHECK YOUR UNDERSTANDING

Based on Principle 1, why is monitoring and maintaining your health required?

- ☐ **A.** To guarantee income
- ☐ **B.** To ensure safe practice
- ☐ **C.** To keep patients happy
- ☐ **D.** To feel good at work



IN YOUR PRACTICE...

... how do you monitor and maintain your physical, mental and emotional health?

2

You recently learned that a colleague is engaging in unsafe behaviour.



CHECK YOUR UNDERSTANDING

As a licensee, you must report the unsafe behaviour to the appropriate authorities.

- ☐ True
- ☐ False



IN YOUR PRACTICE...

... how do you determine which authority or authorities would be appropriate to notify if you observe unsafe behaviour by a colleague?

3

A treatment you provided resulted in an undesirable outcome for the patient.



CHECK YOUR UNDERSTANDING

According to Principle 1, which of the following statements best describes what action a licensee must take?

- ☐ **A.** Attribute the outcome to the patient's lack of compliance with the treatment plan
- ☐ **B.** Avoid discussions of the outcome to maintain a positive therapeutic relationship
- ☐ **C.** Accept accountability for the outcome and discuss it openly with the patient
- ☐ **D.** Assume the outcome was due to chance because these things can happen in health care



IN YOUR PRACTICE...

... how do you demonstrate accountability for your decisions, actions and treatment outcomes?

4

Patients can experience harm in many ways.



CHECK YOUR UNDERSTANDING

As a licensee, what forms of abuse must you be aware of and not engage in?



IN YOUR PRACTICE...

...how do you ensure that your actions do not harass, exploit or abuse patients?

Principle 2 and Outcome Statement

Principle 2	Outcome Statement
CCHPBC licensees must reflect on and address the biases, assumptions, and stereotypes they hold to ensure they provide equitable and inclusive care.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will provide equitable and inclusive care.

Why is reflecting on and addressing biases, assumption and stereotypes important?

Reflecting on and addressing personal biases, assumptions, and stereotypes is critical to delivering equitable, inclusive, and person-centred care. Recognizing biases and assumptions allows licensees to better understand diverse perspectives, values, and experiences, leading to care that respects every patient, regardless of their history, identity or beliefs.

As you review Principle 2, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

You have identified that you were making an assumption about a patient's preference for a particular treatment.

CHECK YOUR UNDERSTANDING

Which aspects of your practice may be influenced by biases, assumptions, and stereotypes that you may hold? Select all that apply:

- ☐ **A.** The types of decisions you make during treatment
- ☐ **B.** The content and style of communication you use
- ☐ **C.** How you conduct yourself professionally during care
- ☐ **D.** The authority you hold over the patient

IN YOUR PRACTICE...

...can you identify a bias or assumption that has influenced how you communicate or make decisions?

2

You have been reading about biases and discrimination in health care.



CHECK YOUR UNDERSTANDING

Licensees are required to proactively identify, address and mitigate the impact of any biases, assumptions, and stereotypes they may hold.

- ☐ True
- ☐ False



IN YOUR PRACTICE...

...what steps do you take to identify unconscious biases?

3

You and your colleagues are discussing ways to make your practice environment more equitable and inclusive for people with disabilities.



CHECK YOUR UNDERSTANDING

What actions must you take to identify, address and mitigate the impact of biases, assumptions, and stereotypes that might be present in your practice environment? Select all that apply:

- ☐ **A.** Research and implement inclusive practices for people with disabilities
- ☐ **B.** Use only your own perceptions to adjust the practice environment
- ☐ **C.** Reflect on feedback from people with disabilities about the practice environment
- ☐ **D.** Rely on old beliefs about disabilities for decision making



IN YOUR PRACTICE...

...how do you implement inclusive practices in your practice environment?

Principle 3 and Outcome Statement

Principle 3	Outcome Statement
CCHPBC licensees must ensure people feel safe, respected, and supported when accessing health care services.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will provide respectful personalized care in an accessible practice environment.

Why is ensuring that people feel safe, respected, and supported important?

Ensuring people feel safe, respected, and supported builds trust, encourages engagement, and promotes equitable access to care. When people feel valued, they are more likely to seek care, communicate openly, and participate in decision-making. Welcoming and inclusive environments reduce barriers and strengthen therapeutic relationships, increasing confidence in both the licensee and the care provided.

As you review Principle 3, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

A patient has provided feedback regarding their experience in the practice environment.

CHECK YOUR UNDERSTANDING

Fill in the blanks. Which option from the choices below best completes the statement.

As a licensee, you must establish a practice environment that is _____, and treat each patient as _____.

- ☐ **A.** Safe; an individual
- ☐ **B.** Warm; likeable
- ☐ **C.** Stimulating; a professional
- ☐ **D.** Clean; in need of help

IN YOUR PRACTICE...

... how do you ensure that you approach each patient as an individual?

2

You are reflecting on how to improve your approach to deliver equitable care.



CHECK YOUR UNDERSTANDING

Which of the following factors must be considered to respect each patient's individuality and support the delivery of equitable care? Select all that apply:

- ☐ **A.** Gender
- ☐ **B.** Sexual orientation
- ☐ **C.** Abilities
- ☐ **D.** Culture



IN YOUR PRACTICE...

...how do you consider and respect the various aspects of a patient's individuality?

3

You have been learning about systemic barriers to health care.



CHECK YOUR UNDERSTANDING

Licensees must proactively identify and address both physical and systemic accessibility factors to ensure the provision of equitable care.

- ☐ True
- ☐ False



IN YOUR PRACTICE...

... how do you identify and address accessibility barriers in your practice environment?

4

You are developing a treatment plan with a new patient and have discussed their preferences and beliefs.



CHECK YOUR UNDERSTANDING

How should information about patient preferences and beliefs be used in treatment planning?

- ☐ **A.** Adapt treatment planning collaboratively
- ☐ **B.** Encourage them to choose your preferred treatment
- ☐ **C.** Disregard their preferences and beliefs
- ☐ **D.** Adapt treatment planning on your own



IN YOUR PRACTICE...

... how do you ensure that you are incorporating patient values, beliefs and preferences in your treatment plan?

Principle 4 and Outcome Statement

Principle 4	Outcome Statement
CCHPBC licensees must communicate clearly and truthfully in a manner that is respectful.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will communicate clearly, truthfully, and respectfully in all interactions.

Why is clear, truthful, and respectful communication important?

Clear, accurate, and respectful communication is essential for the delivery of safe, effective, person-centred care. By meeting the requirements of the Professional Standard: Communication and Professionalism, licensees contribute to improved health outcomes by fostering patient understanding and engagement to support informed decision-making.

As you review Principle 4, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

A patient speaks a different language than you. To prevent miscommunication with the patient, you provide access to an interpreter.

CHECK YOUR UNDERSTANDING

According to Principle 4, the use of an interpreter is one step that can be taken to ensure a patient's language and communication needs are met.

- ☐ True
- ☐ False

IN YOUR PRACTICE...

...what other communication supports might you need to use?

2

You are working on improving communication with patients to enhance health literacy and promote shared decision-making.



CHECK YOUR UNDERSTANDING

According to Principle 4, which of the following communication strategies would best promote health literacy and shared decision-making?

- ☐ **A.** Only use medical terminology
- ☐ **B.** Use understandable language
- ☐ **C.** Never use pictures or diagrams
- ☐ **D.** Not provide research evidence



IN YOUR PRACTICE...

...how do you support patient health literacy?

3

You are explaining a treatment plan to a patient and why it is best for them.

**CHECK YOUR UNDERSTANDING**

When can you use fear-based, coercive, or pressuring language?

- ☐ **A.** If a patient disagrees with the treatment plan
- ☐ **B.** When you know what is best for a patient
- ☐ **C.** If a patient is not sure about their choices
- ☐ **D.** Licensees should never use this language

**IN YOUR PRACTICE...**

... how might fear-based, coercive or pressuring language affect decision-making and trust in the therapeutic relationship?

4

A colleague is seeking feedback on how to communicate in a more inclusive, respectful, and sensitive manner.



CHECK YOUR UNDERSTANDING

According to Principle 4, what are some ways to use inclusive, respectful and sensitive language?



IN YOUR PRACTICE...

... when have you demonstrated inclusive, respectful and sensitive communication, and where could you improve?

Principle 5 and Outcome Statement

Principle 5	Outcome Statement
CCHPBC licensees must engage in fair, reasonable, and accurate billing practices.	People receiving health care services from a CCHPBC licensee expect that their health care practitioner will be transparent and ethical about all fees related to the services they provide.

Why are fair, reasonable and accurate billing practices important?

Providing clear and transparent fee information allows patients to make informed decisions about their care, including planning for or proceeding with health care services. Unclear, excessive, or inaccurate billing may result in financial harm, stress, and unnecessary burden.

As you review Principle 5, think through and respond to the following questions. Answers to the questions with a  (key icon) can be found in the Answer Key, while questions with a  (light bulb icon) are for your own reflection.

1

You are considering offering prepaid treatment packages.

CHECK YOUR UNDERSTANDING

Licensees can offer package or membership-based care that requires pre-payment for treatment.

- ☐ True
- ☐ False

IN YOUR PRACTICE...

... how do you ensure that your billing practices meet the requirements of the Professional Standard: Communication and Professionalism?

2

While preparing your fee schedule, you ensure that your fees are fair, reasonable and accurate.



CHECK YOUR UNDERSTANDING

According to Principle 5, what else must you ensure?



IN YOUR PRACTICE...

...how do you clearly explain your fees to patients before providing a service?

3

You have been made aware of a billing error.



CHECK YOUR UNDERSTANDING

Which of the following is the correct response?

- ☐ **A.** Wait and see if the patient notices and inquires
- ☐ **B.** Delete the incorrect billing entry
- ☐ **C.** Correct the error and document the findings, action, and outcome
- ☐ **D.** Defer all inquiries to your lawyer and bookkeeper



IN YOUR PRACTICE...

...how do you document billing errors and corrections?

4

One of the insurance providers you bill regularly has sent a notice about fraudulent billing.



CHECK YOUR UNDERSTANDING

Which of the following billing activities would **not** be considered fraudulent?

- ☐ A. Charging an insurance provider a fee that is higher than normally charged
- ☐ B. Submit billing for a treatment not provided
- ☐ C. Billing for services outside of scope of practice
- ☐ D. Billing an insurance provider the day after an appointment



IN YOUR PRACTICE...

...what are other examples of fraudulent billing?

5

You discover someone has been using your license number to commit billing fraud.



CHECK YOUR UNDERSTANDING

According to Principle 5, what is your responsibility and what action must you take?



IN YOUR PRACTICE...

...how do you prevent fraudulent use of your license number?

Identify Areas for Growth

Referring to your answers from the previous “IN YOUR PRACTICE...” section, use the questions below to identify the areas of your practice where you are consistently meeting the requirements of the standard as well as areas requiring further growth and development.

- > What requirements in the Professional Standard: Communication and Professionalism are you consistently meeting?
- > What requirements in the Professional Standard: Communication and Professionalism are you **not** consistently meeting?

For the areas of your practice where you are not consistently meeting the requirements:

- > What changes can you make within the next 1-3 months to more consistently meet those requirements?
- > Are there continuing professional development opportunities that may help improve your understanding and application of the requirements into practice?

Explore More

Reflection Questions

- > Have you taken reasonable steps to understand and accommodate patients' communication preferences, accessibility needs, language needs, or cultural contexts?
- > How do you recognize and navigate bias on a day-to-day basis?
- > What steps do you take to ensure your practice environment is accessible?

Support

Have questions or need more support?

- > **Review Professional Standards and Frequently Asked Questions.**
- > Contact a Practice Advisor at **practicesupport@cchpbc.ca**.
- > Refer to the **[Health Professions and Occupations Act \(HPOA\)](#)** and **[CCHPBC Bylaws](#)** for additional information on duty to report.

Missed a Module? [Select this link to view available modules](#)

Feedback Survey

Please take a moment to provide your feedback to improve future learning activities.

Submit feedback

Apply to Practice

Answer Key



1

QUESTION 1 | PRINCIPLE 1**B.** To ensure safe practice

Professional Standard: Communication and Professionalism, Principle 1.6 states:

1.6 *Monitor and maintain their own physical, mental, and emotional health to ensure safe practice, including by discontinuing practice if necessary.*

2

QUESTION 2 | PRINCIPLE 1

True

Professional Standard: Communication and Professionalism, Principle 1.5 states:

1.5 *Report unsafe behaviour or unethical conduct by colleagues or other health care practitioners to appropriate authorities, prioritizing patient safety and well-being.*

3

QUESTION 3 | PRINCIPLE 1**C.** Accept accountability for the outcome and discuss it openly with the patient

Professional Standard: Communication and Professionalism, Principle 1.3 states:

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.*

4

QUESTION 4 | PRINCIPLE 1

Physical, verbal, emotional, financial, and sexual

Professional Standard: Communication and Professionalism, Principle 1.4 states:

1.4 *Not harass, exploit or physically, verbally, emotionally, financially, or sexually abuse their patients.*

1

QUESTION 1 | PRINCIPLE 2

- A.** The types of decisions you make during treatment
- B.** The content and style of communication you use
- C.** How you conduct yourself professionally during care

Professional Standard: Communication and Professionalism, Principle 2.1 states:

2.1 *Acknowledge and identify that conscious and unconscious biases, assumptions, and stereotypes may influence their decision-making, communication and professional conduct.*

2

QUESTION 2 | PRINCIPLE 2

True

Professional Standard: Communication and Professionalism, Principle 2.1 states:

2.1 *Acknowledge and identify that conscious and unconscious biases, assumptions, and stereotypes may influence their decision-making, communication and professional conduct.*

3

QUESTION 3 | PRINCIPLE 2

- A.** Research and implement inclusive practices for people with disabilities
- C.** Reflect on feedback from people with disabilities about the practice environment

Professional Standard: Communication and Professionalism, Principle 2.2 states:

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.*

1

QUESTION 1 | PRINCIPLE 3**A.** Safe; an individual

Professional Standard: Communication and Professionalism, Principle 3 states:

3.1 *Establish a practice environment that is welcoming, safe and accessible to all people, using feedback from individuals or groups when provided.*

3.3 *Approach each patient as an individual, identifying and building upon their personal strengths to support care.*

2

QUESTION 2 | PRINCIPLE 3

- A.** Gender
- B.** Sexual orientation
- C.** Abilities
- D.** Culture

Professional Standard: Communication and Professionalism, Principle 3.5 states:

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

3

QUESTION 3 | PRINCIPLE 3

True

Professional Standard: Communication and Professionalism, Principle 3.2 states:

3.2 *Proactively identify and address physical or systemic accessibility factors to ensure the provision of equitable care.*

4

QUESTION 4 | PRINCIPLE 3**A.** Adapt treatment planning collaboratively

Professional Standard: Communication and Professionalism, Principle 3.4 states:

3.4 *Adapt treatment planning and decision making collaboratively with a patient to be inclusive of their values, beliefs, lived experiences, and personal preferences.*

1**QUESTION 1 | PRINCIPLE 4**

True

Professional Standard: Communication and Professionalism, Principle 4.1 states:

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.*

2**QUESTION 2 | PRINCIPLE 4****B.** Use understandable language

Professional Standard: Communication and Professionalism, Principle 4.2 states:

4.2 *Communicate clinical information using understandable language that enhances and promotes health literacy and shared decision-making.*

3**QUESTION 3 | PRINCIPLE 4****D.** Licensees should never use this language

Professional Standard: Communication and Professionalism, Principle 4.3 states:

4.3 *Communicate in a way that is respectful, truthful and free from fear based, coercive or pressuring language including:*

QUESTION 3 | PRINCIPLE 4

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**QUESTION 1 | PRINCIPLE 4**

Professional Standard: Communication and Professionalism, Principle 4.4 states:

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.*

1

QUESTION 1 | PRINCIPLE 5

False

Professional Standard: Communication and Professionalism, Principle 5.2 states:

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

2

QUESTION 2 | PRINCIPLE 5

Professional Standard: Communication and Professionalism, Principle 5.1 states:

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

3

QUESTION 3 | PRINCIPLE 5

C. Correct the error and document the findings, action and outcome.

Professional Standard: Communication and Professionalism, Principle 5.3 states:

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

4

QUESTION 4 | PRINCIPLE 5

D. Billing an insurance provider the day after an appointment

Professional Standard: Communication and Professionalism, Principle 5.4 states:

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**QUESTION 5 | PRINCIPLE 5**

Professional Standard: Communication and Professionalism, Principle 5.5 states:

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.*



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