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Document Title: Code of Conduct for Healthcare Professionals	Effective Date: 1/4/2019	Revision Date: 1/4/2022
Ownership: Health Regulation Sector		
Applicability: This Policy applies to all DHA licensed Healthcare Professionals under DHA Jurisdiction.		
<p>1. Purpose:</p> <p>1.1. To set out the expectations for code of conduct for all healthcare professionals.</p> <p>1.2. To ensure that all healthcare professionals maintain a high standard of medical ethics and professional conduct.</p> <p>1.3. To ensure patient dignity and respect is maintained at all times.</p> <p>2. Scope:</p> <p>2.1. All DHA licensed Healthcare Professionals.</p> <p>3. Abbreviations/Definitions:</p> <p>DHA: Dubai Health Authority</p> <p>HF: Health Facility</p> <p>HP: Healthcare professionals</p> <p>HRS: Health Regulation Sector</p> <p>Conflict of Interest: Shall refer to a conflict between the healthcare professional private interests and their official or professional responsibilities.</p> <p>Gifts and hospitalities: Shall refer to anything that is given voluntarily without compensation to a healthcare professionals, which include but not limited to goods, money, gift cards and travel accommodations.</p> <p>Incentives: Shall refer to offering a reward to healthcare professionals to perform their functions and tasks in order to gain a personal and/or commercial benefit.</p>		

Informed Consent: Refers to the patient agreement in writing or permission accompanied by full information on the nature, risks and alternatives of a surgical or interventional procedure before the physician begins the procedure/treatment or for transfer of their data to an external entity.

Kickbacks: Shall refer to payments given or received by other healthcare professionals, health facilities or institutions for referring, prescribing tests and/or medications and treatment to patients.

Referral: Shall refer to the process of directing or redirecting patients to an appropriate specialist or health facility for definitive treatment.

Respect and Dignity: Shall refer to the act of giving the patients honour and respect as individuals and their need, and act professionally through appropriate manner, appearance, and language.

4. Policy Statement:

4.1. All Health Facilities (HF) must ensure they put in place provisions to comply with this Policy, in addition to related UAE laws and regulations.

4.2. Health Facilities shall develop their own internal policy to:

4.2.1. Demonstrate compliance with this policy.

4.2.2. Address bespoke matters related to their Healthcare professionals (HP).

4.3. Act in the patient and public best interests

4.3.1. Healthcare professionals shall respect all patients as individuals and recognize their worth.

4.3.2. Healthcare professionals shall respect the right of the patient to be independent, to make their choices through an informed way, and to live their lives according to their own beliefs and values.

- 4.3.3. Healthcare professionals must take the responsibility for the safety and welfare of their patients and the public.
- 4.3.4. Healthcare professionals shall seek to minimize the physical and psychological suffering of the patient as far as possible through all available means.
- 4.3.5. Healthcare professionals shall not allow personal prejudices to affect the quality and safety of care provided.
- 4.3.6. Healthcare professionals shall not induce patients to acquire more services than required without justification.
- 4.3.7. Healthcare professionals must ensure they provide a high standard of patient care at all times.
- 4.3.8. Healthcare professionals shall be honest when communicating information to their patients/next of kin.
- 4.3.9. Healthcare professionals must be honest with patients when things go wrong and offer the option(s) to make it right.
- 4.3.10. Healthcare professionals shall refer patients to other services based on the patient's medical needs.
- a. Healthcare professionals are responsible to refer patients to other HP and/or HF when needed or when the requirements exceed their scope of practice and expertise.
- 4.4. Professionalism, personal conduct and behaviour
- 4.4.1. Healthcare professionals should perform their work with integrity and trust when managing their patients.
- 4.4.2. Healthcare professionals shall not express their personal beliefs to patients in ways that are likely to cause the patient distress.

- 4.4.3. Healthcare professionals shall ensure that their behaviour does not damage the public confidence and the profession.
- 4.4.4. Healthcare professionals must not engage in any improper relationship or behaviour with their patients.
- 4.4.5. Healthcare professionals must keep up to date with UAE laws, DHA regulations, policies, standards and guidelines governing their practice.
- 4.4.6. Healthcare professionals shall ensure their knowledge and skills are up to date as per their scope of practice.
- 4.4.7. Healthcare professionals shall maintain good relationships with patients and their professional peers.
- 4.4.8. Healthcare professionals must take steps to monitor and improve their quality of work.
- 4.4.9. Healthcare professionals shall be honest and trustworthy when generating reports, completing forms and other documents, and must ensure they are accurate, reliable, valid and legible.
- 4.4.10. Healthcare professionals should only provide the necessary (and needed) medical treatment or surgical procedure related to the diagnoses.

4.5. Respecting Patient's Rights

- 4.5.1. All patients should be treated with respect and dignity.
- 4.5.2. Healthcare professionals shall
- Respect the right of their patients to embrace various ethical beliefs that may arise from personal, religious or cultural beliefs.
 - Take into account the patient's health and well-being, in which no harm or act against the interests of the patient shall be caused.

- c. treat all patients in a fair and impartial manner
- d. Adequately assess patient's conditions, taking into account their history, views and values.
- e. Support and empower patients to improve and maintain their own health.
- f. Inform patients on their right for a second opinion.
- g. Adhere to DHA Patient and family Bill of Rights & Responsibilities.
- h. Healthcare professionals shall not use experimental drugs or medical equipment's that have not yet been approved, to treat or diagnose patients unless it is part of clinical research or approved by the competent authority.
- i. Healthcare professionals shall not provide diagnostics or treatment without conducting medical assessment as per best medical practice.

4.6. Confidentiality and Medical Records

- 4.6.1. Healthcare professionals have an ethical and legal obligation to preserve the confidentiality of information gathered from their patients.
- 4.6.2. Healthcare professionals shall ensure records that contain personal information about their patients are secured, confidential, and are in line with UAE laws and international best practice.
- 4.6.3. Healthcare professionals and HF shall keep all patient's records confidential, and limit its use as per individual need.
- 4.6.4. Healthcare professionals and HF must ensure measures are in place to prevent unauthorized access or accidental disclosure of patient information.

4.6.5. Healthcare professionals shall not disclose patient information without patient consent, except when it is required by law or by the competent regulator.

- a. Requests from non-health regulators should be channelled through HRS, DHA.

4.7. Informed consent

4.7.1. Healthcare professionals shall ensure the patient or their legal guardian understand the need for treatment or services, the risks involved and expected outcomes prior to performing the procedure, except in an emergency or life threatening case.

4.7.2. Healthcare professionals shall adhere to the patient consent guideline:

- a. Informed consent Forms must be in Arabic or English.
- b. Language assistance should be provided for patients with limited Arabic / English proficiency.
- c. Informed consent must be documented in the patient records.
- d. Refusal of treatment must be documented by the physician in the presence of a witness.

4.8. Communication

4.8.1. Healthcare professionals shall always be truthful, respectful and courteous toward their patients and their peers.

4.8.2. Healthcare professionals shall listen to patients, taking into account of their views, and respond honestly to their questions.

4.8.3. Healthcare professionals shall provide patients with information they want or need in a way that they can understand.

- a. Where necessary, HP shall ensure arrangements are in place to meet the patient's language and communication needs.

4.9. Honesty in financial dealings and avoidance of kickbacks

4.9.1. Healthcare professionals must ensure that all consultations and treatment costs are provided to the patients prior to the commencement of services.

- a. All consultations and treatment costs must be clearly displayed in a visible area within the facility and provided to the patients.
- b. All consultations and treatment costs must be regularly checked and updated to ensure patients are not misled to the correct pricing of services in the health facility.

4.9.2. Healthcare professionals shall be honest in all financial and commercial dealings, which include but is not limited to:

- a. Avoid abusing patient's vulnerability or lack of knowledge when providing or recommending treatment or services.
- b. Avoid any financial dealings with patients that is not related to their care.

4.9.3. Healthcare professionals shall not offer financial incentives or other valuable incentives to online bloggers to falsify information or mislead the public.

4.9.4. Healthcare professionals shall not accept any incentive, gift or hospitality from patients that may affect or be seen to affect the way they prescribe or treat patients. This includes but is not limited to discounts, free purchases, cash, credit, or the like.

4.9.5. Healthcare professionals shall not base their decisions, such as admitting, referring, prescribing tests and/or medications, for the sole purpose of financial gain.

- a. Healthcare professionals shall formally declare any conflict of interest in writing to their HF and verbally to their patients. This includes instances where they receive or provide financial rewards or benefits to any other HF or HP when referring patients, prescribing medications and/or laboratory tests or treatment.

- 4.9.6. Healthcare professionals shall not favour certain medications and/or equipment's of specific manufacturers without clear justification.
- 4.9.7. When advertising, HP shall make sure the information used is accurate, reliable and excludes any false or misleading statements and includes all risks and complies with the requirements set out by the competent authority for health advertisement and the UAE Laws.

5. References:

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