



TOP PRACTICES

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MARKETING & MANAGEMENT

**SUMMIT 2025**

# Building A High-Trust Culture:



# Code of Conduct



**Why is this needed?**



In the heavily regulated and patient-centric environment of healthcare, even small private practice medical offices benefit significantly from a clear and robust Code of Conduct.

Why a code of conduct is crucial for small private practices

### **Ensuring Ethical and Legal Compliance:**

**Patient care:** A Code of Conduct sets clear expectations for ethical behavior, prioritizing patient well-being, respecting patient autonomy, and upholding principles like non-maleficence (do no harm) and beneficence (doing good).

**Regulatory adherence:** It helps ensure compliance with a myriad of healthcare regulations, including those related to patient privacy (HIPAA), billing practices, and fraud prevention.

### **Maintaining a Positive and Professional Environment:**

**Employee conduct:** A Code of Conduct outlines expected behaviors for employees, fostering a culture of respect, professionalism, and teamwork.

**Conflict resolution:** It can address how to handle workplace conflicts or concerns, providing a framework for resolution.

**Setting expectations:** It clearly defines acceptable and unacceptable behavior both within the office and potentially outside of work, given the risk of reputational damage.





## **Protecting Reputation and Patient Trust:**

**Public trust:** Adherence to a strong Code of Conduct signals a commitment to ethical practices, enhancing public trust and confidence in the practice.

**Reducing risk of legal issues:** By setting clear guidelines and promoting compliance, the Code helps minimize the risk of legal action and financial penalties related to non-compliance



## How to create a code of conduct for a small private practice

**Identify Core Values and Principles:** Define the fundamental ethical standards and beliefs that will guide the practice, such as honesty, integrity, patient-centered care, respect, and confidentiality.

**Determine Scope and Key Information to Include:** Consider the specific needs and operations of the practice, covering areas like:

- Vision, Mission, and Values of the Practice
- Commitment to observing all applicable laws and regulations
- Quality of Care or Services
- Patient Confidentiality and HIPAA Compliance
- Professional Standards of Conduct and Practice
- Avoiding Conflicts of Interest
- Billing and Financial Practices
- Reporting and Addressing Violations
- Consequences of Non-Compliance
- Maintaining a positive work environment, including policies on discrimination and harassment
- Use of Technology, such as email and internet usage



**Draft the Code of Conduct:** Write a clear, concise, and easy-to-understand document. Use plain language and avoid jargon. Structure it logically, perhaps by grouping related topics.

**Seek Feedback from Employees:** Engage employees in the development process to ensure the code accurately reflects the practice's culture and to address any concerns or questions they may have.

**Distribute and Train Employees:** Provide a copy of the revised Code of Conduct to all employees, ensure they understand its contents, and require them to sign a statement of understanding or acknowledgement. Implement regular training sessions, potentially incorporating scenario-based training to illustrate key principles.

**Review and Update Regularly:** Periodically review and update the Code of Conduct to ensure it remains relevant, effective, and compliant with changing regulations or best practices.

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