

Professional Ethics To Practice By



General
Level 1

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Ethics is knowing the difference between what you
have a right to do and what is right to do.

(Potter Stewart)

izquotes.com

Misinterpreted Ethics

- ▶ *The same as feelings*
 - ▶ Feelings may be right/wrong
- ▶ *A religion*
 - ▶ Ethical
- ▶ *Following the law*
 - ▶ Corrupt
- ▶ *Following culturally accepted norms*
 - ▶ Civil War, When in Rome.

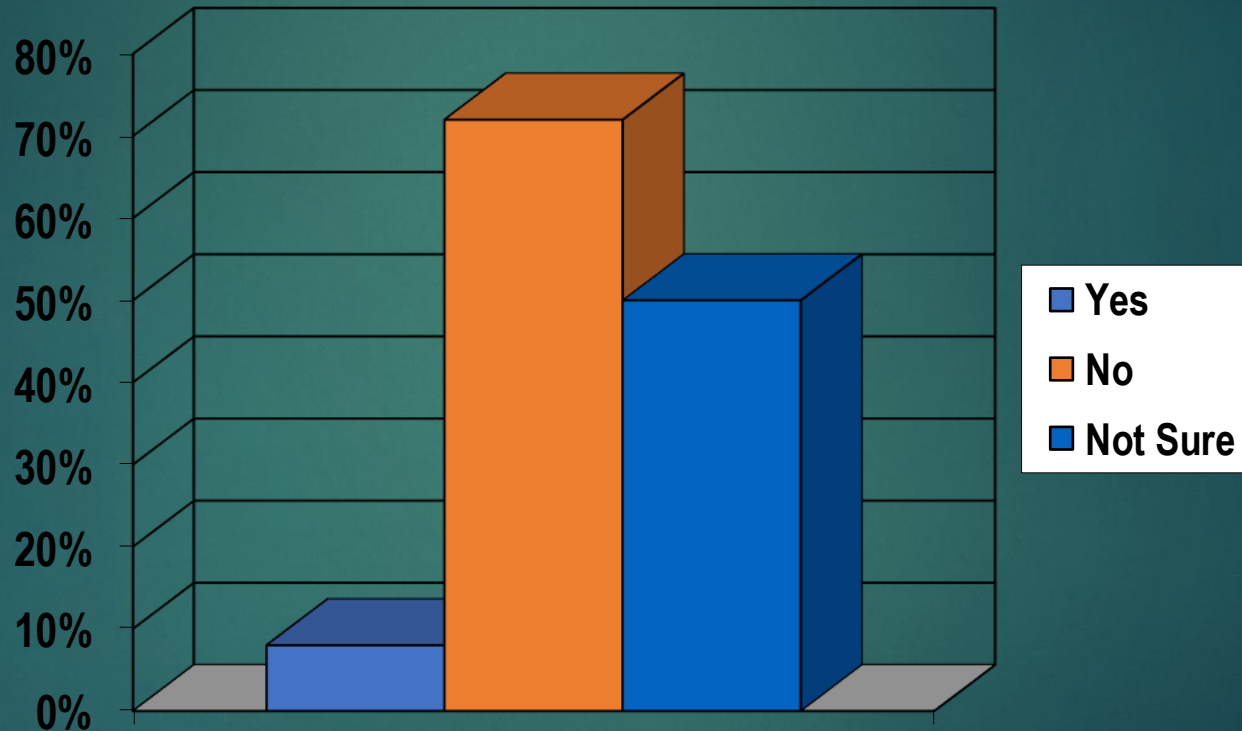


Why Have a Code Of Ethics?

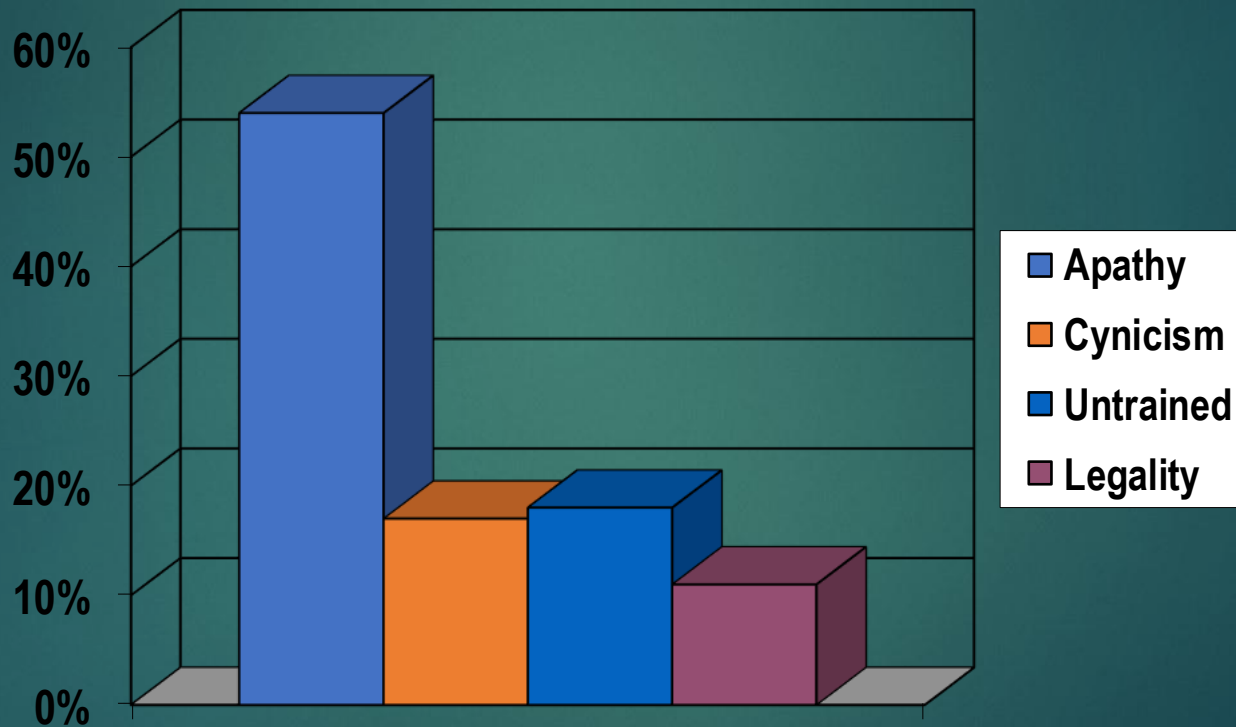
- ▶ Defines Acceptable Behaviors
- ▶ Promotes High Practice Standards
- ▶ Provides Self Evaluation Benchmarks
- ▶ Establishes Professional Behavior
- ▶ Establishes Professional Responsibilities.



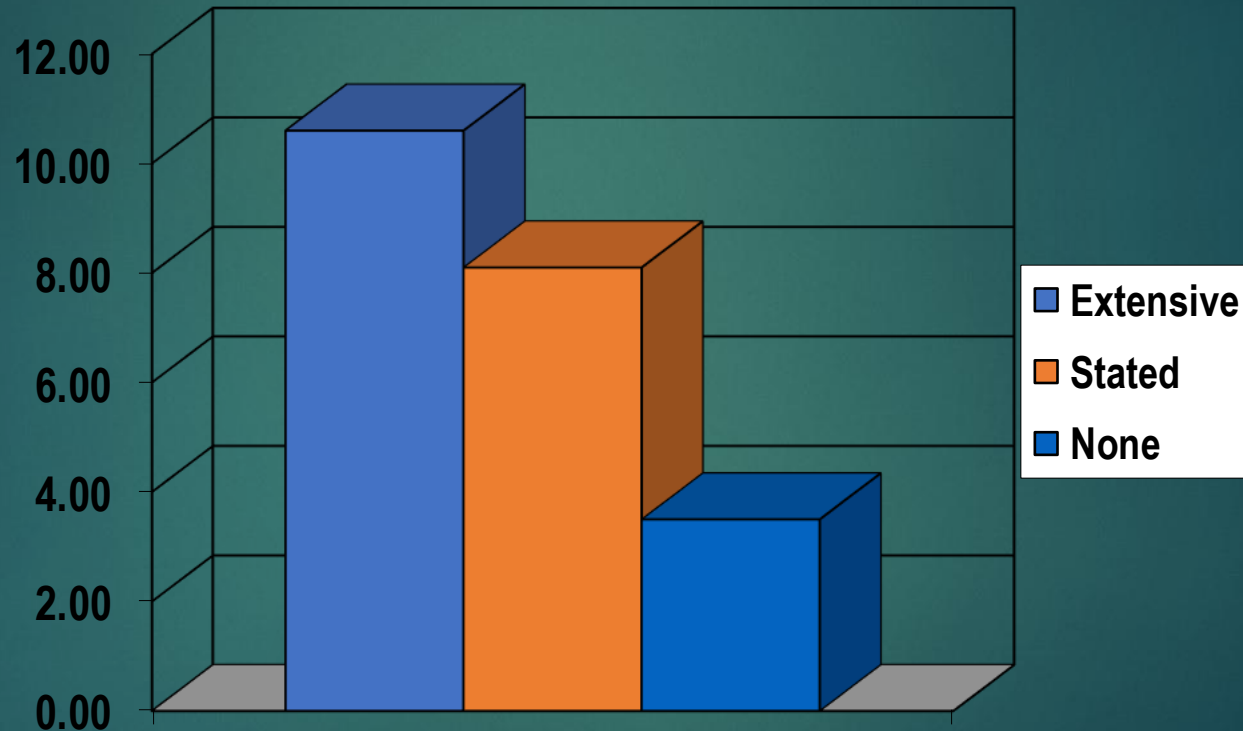
Do You Utilize Codes?



What's Holding You Back?



DePaul University



Survey = 300 Companies
Added Market Value = Billions

Allied Professionals

▶ Learned Professionals

- ▶ Attorneys
- ▶ Physicians
- ▶ Engineers
- ▶ Scientists
- ▶ Professors.



Who Are We?

Define Job Descriptions

- ▶ MD, OD
- ▶ ABOC
- ▶ NCLC
- ▶ LDO
- ▶ CPO, CPOT, CPOA
- ▶ COT, COA, CMT.



What Does The Patient See?

- ▶ Warm Greeting
- ▶ Tidy Surroundings
- ▶ Employee Behavior
- ▶ Team Players
- ▶ Patient Courtesy
- ▶ Upper Management
- ▶ Respect.



Those Who Are Able Please Stand

- ▶ 1-4 Years
- ▶ 5-10 Years
- ▶ 11-15 Years
- ▶ 16-20 Years
- ▶ 21-25 Years
- ▶ 26-30 Years
- ▶ 31-40 Years
- ▶ 50 + Years.



The TEAM Approach

- ▶ Staff versus Team
- ▶ Integral Cogs
- ▶ Incentivize Fairly



Codes Should...

Promote high standards of:

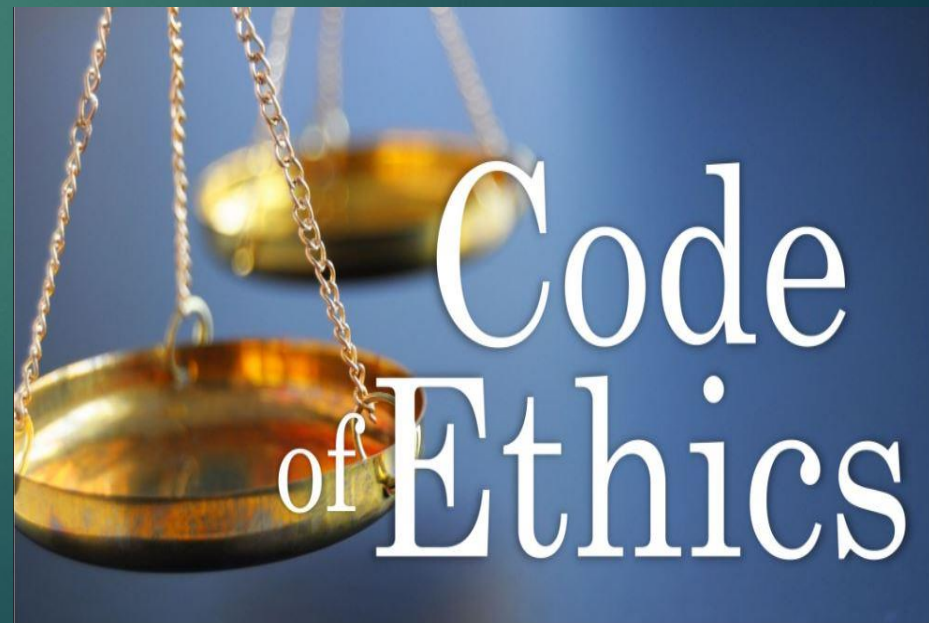
- ▶ Conduct
- ▶ Quality Service
- ▶ Production
- ▶ Resolution
- ▶ Fairness
- ▶ Trust
- ▶ Teamwork.



What Should They Prevent?

Harmful Behavior Like:

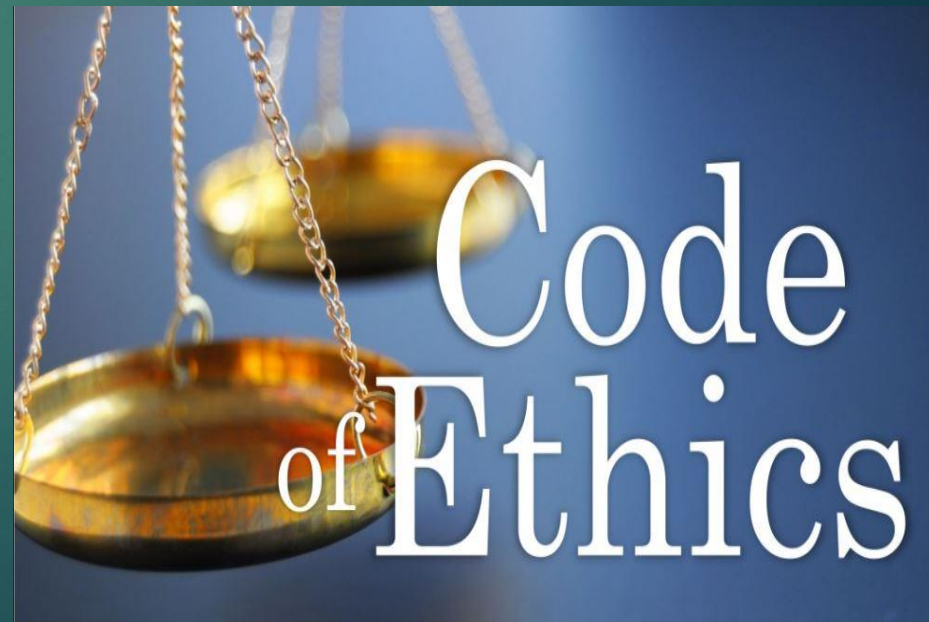
- ▶ Temptation
- ▶ Deception
- ▶ Manipulation
- ▶ Bias
- ▶ Self-gain
- ▶ Incivility.



What Should They Include?

The Following Values:

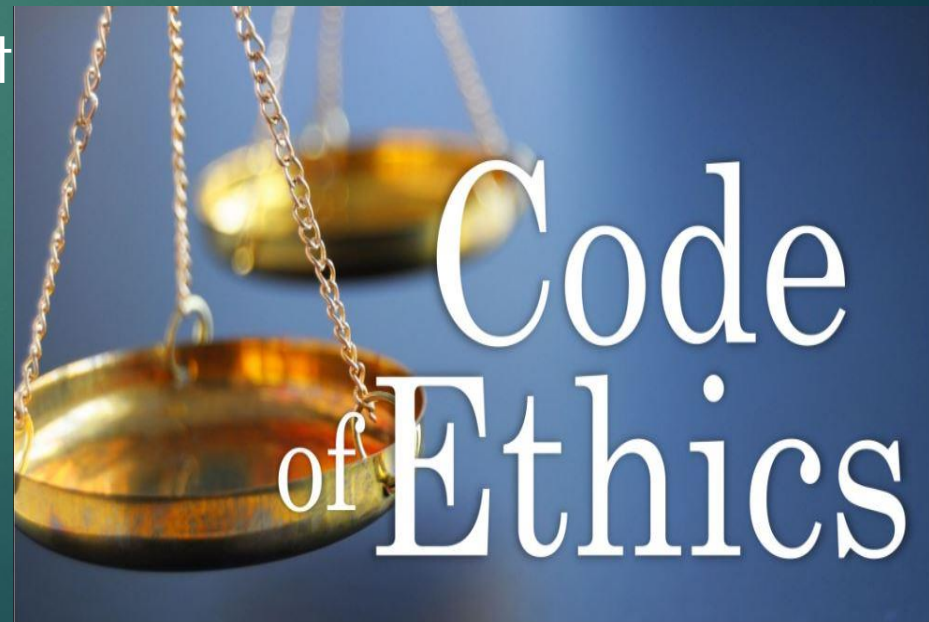
- ▶ Truth
- ▶ Responsibility
- ▶ Accountability
- ▶ Respect
- ▶ Fairness.



What Should They Include?

The Following Goals:

- ▶ Legality and Truthfulness
- ▶ Improving Teamwork & Morale
- ▶ Enhancing Culture & Image
- ▶ Sensitivity Towards Viewpoint
- ▶ Resolving Problems.



3 Types Of Codes

- ▶ Moral
- ▶ Professional
- ▶ Leadership



Moral Codes

- ▶ Contribute to human well being
- ▶ Avoid harm to others
- ▶ Be honest and trustworthy
- ▶ Be fair and not to discriminate
- ▶ Honor property and rights of
- ▶ Respect privacy of others
- ▶ Honor confidentiality.



Moral Codes

Sow a thought reap an action

Sow an action reap a habit

Sow a habit reap a character

Sow a character reap a destiny.

Samuel Smiles



Moral Codes

Habit = Subconscious Effort

Break It = Conscious Effort



Moral Code Compliance



As An Individual

Repeat after me...

*“I promise to comply with all
ethical codes.”*

Honor Confidentiality

- ▶ Listening Exercise (Shhh).



Professional Codes

- ▶ Achieve the highest quality
- ▶ Maintain professional competence
- ▶ Know existing laws
- ▶ Accept professional reviews
- ▶ Offer comprehensive evaluations
- ▶ Honor contractual agreements
- ▶ Improve patient understanding
- ▶ Access only when authorized to.



Be The Professional

Embrace Change 

Forgive others 

Talk about ideas 

Continuously learn 



Fear change 

Hold a grudge 

Talk about people 

Think they know it all 

Professional Code Compliance

As a Co-Employee and Team Member
Repeat after me...

*“I promise to comply with
all ethical codes.”*

Leadership Codes

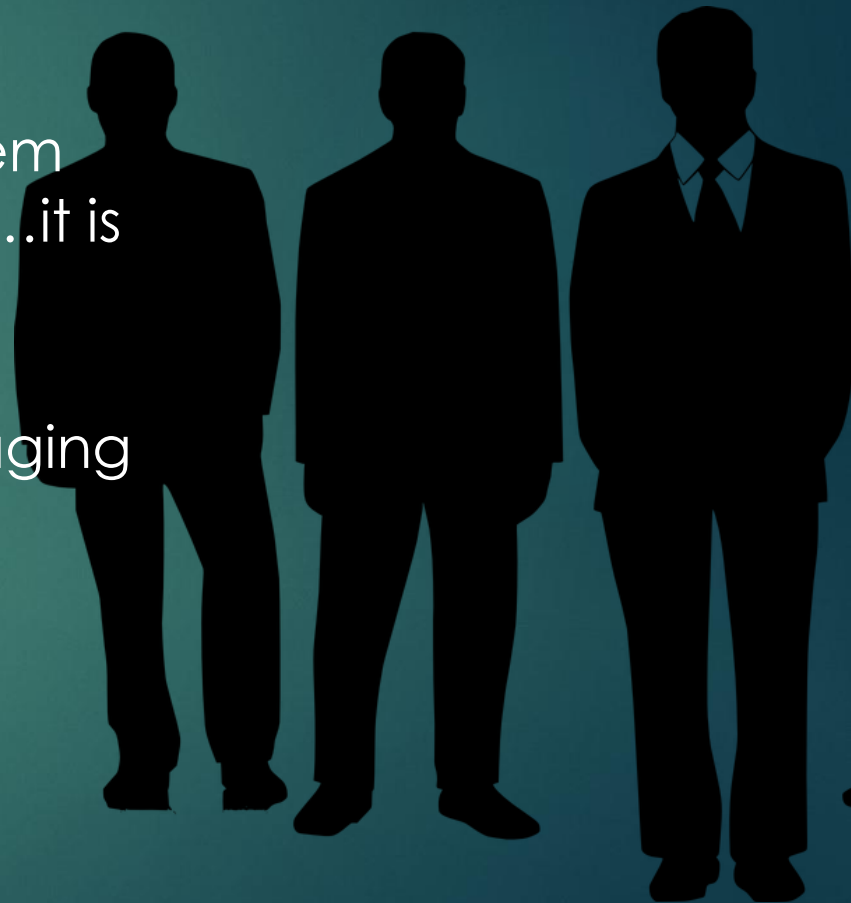
- ▶ Articulate social responsibilities
- ▶ Manage personnel responsibly
- ▶ Enhance the work environment
- ▶ Acknowledge and support the order
- ▶ Make methodical decisions
- ▶ Create educational opportunities
- ▶ Be available to all
- ▶ Set the example.



Leadership Codes

▶ GOSSIP DEFINITION

- ▶ If I am *not* a part of the problem and *not* a part of the solution...it is gossip.
- ▶ It is not productive...it is damaging and toxic.
- ▶ Negative Begets Negative
- ▶ Positive Begets Positive



SEEK FIRST TO UNDERSTAND

Show kindness, courtesy, respect.

Keep promises.

Be loyal to the absent.

Set clear expectations.

Give feedback.

Forgive.

Apologize.

ASSUME YOU UNDERSTAND

Show unkindness, discourtesy, disrespect.

Break promises.

Be disloyal, bad-mouth.

Create unclear expectations.

Give no feedback.

Hold grudges.

Be proud and arrogant.

Trusted Relationships

- ▶ An exercise in listening/comprehension/delegating.

Leadership Code Compliance



As an Upper Management/Owner
Repeat after me...

“I promise to uphold and promote the principles of and treat code violations accordingly.”

Employee Relations

- ▶ What Are The Rules?
- ▶ Moral Contracts Point Systems
- ▶ Policy Manuals.



Policy Manuals

“Used to familiarize new employees with company policies and procedures.”

“They also serve as guides to management personnel. Policy Manuals have been proven to increase compliancy, productivity and retention.”



Policy Manuals

- ▶ Salaries, Bonus Pay, Perks, Benefits, Education
- ▶ Vacation, Holiday, Sick Pay
- ▶ Conduct Expectations
- ▶ Rules
- ▶ Scheduled Performance Reviews
- ▶ On-The-Job Safety Issues
- ▶ Mandatory Meetings
- ▶ Leave-Military-Medical-Family
- ▶ Termination Procedures
- ▶ Practice Culture



Writing Your Own Code

- ▶ What is the purpose?
- ▶ Is it tailored to specific needs?
- ▶ What does it aspire to?
- ▶ What are the rules and principles?
- ▶ How does it enforce?
- ▶ What is the order of priority?
- ▶ What is the process?
- ▶ How will it be implemented?
- ▶ How and when will you review it?



Writing Your Own Code

- ▶ Chris MacDonald, PHD
- ▶ <http://www.ethicsweb.ca/codes/>
- ▶ Creating a Code of Ethics.



Practice Etiquette

▶ Most Common

- ▶ Noise Makers
 - ▶ Sighing, Humming, Gum Snapping, Finger Tapping
- ▶ Complaining
- ▶ Gossiping
- ▶ Monopolizing Conversations
- ▶ Bullying
- ▶ Germ Spreading
- ▶ Eating/Break Room Habits
- ▶ Team Meeting Habits
- ▶ Personal Hygiene



So Now What?

- ▶ How To Implement?
- ▶ Prepare Your Plan
 - ▶ Why, How, Expected Results
- ▶ Meet With Upper Management
- ▶ Follow Up



A FISH Tale

- ▶ Stephen C. Lundin, Harry Paul, John Christensen, and Philip Strand
- ▶ Play
- ▶ Make Peoples' Day
- ▶ Be There
- ▶ Choose Your Attitude



Repeat After Me...

*“We can choose to make a difference
in our workplace by practicing
professional ethics.”*

*“I will try to maintain
a positive mental attitude
and remain the professional
no matter what the circumstances.”*

Honor Confidentiality



- ▶ Listening Exercise (Shhh)
- ▶ What?
- ▶ 24 Hour Exercise.