

**CODE OF ETHICS**  
**of the**  
**College of Hearing Aid Practitioners of Alberta (CHAPA)**

PREAMBLE

All terms and titles used in this Code of Ethics shall have the same meaning as in the Act, Regulations and Bylaws.

This Code sets standards of professional integrity including relationships with clients, colleagues and the general public. Members of the College of Hearing Aid Practitioners of Alberta shall provide professional services with honesty and compassion, and shall respect the dignity, worth and rights of those served.

Ethical principles are standards by which the profession and the individual members determine the propriety of their conduct. Adherence to these standards is required for membership in CHAPA, and further serves to assure public confidence in the integrity of the services of Hearing Aid Practitioners in this profession. CHAPA verifies the competence of its members through a complete education program and mandatory continuing education. It is incumbent on all members to abide by the Health Professions Act, the Regulations, the Bylaws, the Standards of Practice and this Code of Ethics.

Any action that violates the spirit and purpose of this Code shall be considered unethical. Failure to specify any particular responsibility of practice in this Code of Ethics shall not be construed as denial of the existence of such responsibilities or practices.

Rules of ethics are specific statements of minimally acceptable professional conduct or of prohibitions and are applicable to all members. Members shall honor their responsibility to the public by:

- a. promoting public understanding of the profession,
- b. supporting the development of services designed to fulfill the unmet needs of the public,
- c. providing accurate information in all communications involving any aspect of the profession.

In order that we can best serve the public and contribute to their participation in the world of sound and speech, we, the members of CHAPA, pledge ourselves to abide with this Code of Ethics:

- a. We shall state only the true facts in our public announcements and advertising of hearing aids and related products, and we shall not, in any way, mislead or misrepresent in regard to their performance, appearance, benefits, elements, and use.
- b. We shall, at all times, provide a high standard of service to our clients, offering counsel, understanding, technical assistance and follow up services.
- c. We shall encourage and support research in the hearing health care field cooperating with medical and other hearing health professionals.

## **SECTION 1: CONDUCT AND RELATIONSHIP WITH CLIENT**

Members engaged in the practice of the testing of human hearing, and in the selection, counseling, fitting, dispensing and servicing of hearing instruments and the necessary follow up services, shall hold paramount the welfare of the client.

### **A. Referral**

Hearing Aid Practitioners shall use every resource, including referral when appropriate, to ensure that high quality service is provided.

The Hearing Aid Practitioner shall not provide professional services without exercising independent professional judgment, regardless of referral source or prescription.

### **B. Services Rendered**

Members shall accept and seek full responsibility for the exercise of judgment within the area of their expertise. All services shall be provided competently. Competent service refers to the use of reasonable care and diligence ordinarily employed by similarly licensed individuals.

Members shall engage in only those aspects of the profession that are within the scope of their competence, considering their level of education, training, certification and experience.

Members shall make no guarantees of the results of any product or procedure but may make a reasonable statement of prognosis.

Members shall not participate in professional activities that constitute a conflict of interest.

Members shall not misrepresent the credentials of assistants, technicians, or support personnel and shall inform those they serve professionally of the name and professional credentials of persons providing services.

Members shall fully inform the persons they serve of the nature and possible effects of services rendered and products dispensed.

Members shall not provide clinical services solely by correspondence, except in extenuating circumstances that shall be documented.

Members whose professional services are adversely affected by substance abuse or other health-related conditions shall seek professional assistance and, where appropriate, withdraw from the affected areas of practice.

### **C. Confidential Aspects of Client Relations**

Members shall hold in professional confidence all information and professional records concerning a client and use such data only for the benefit of the client or as the law demands.

### **D. Fees and Compensation**

Members shall not participate with other health professionals or any other person in agreements to divide fees or to cause financial or other exploitation when rendering their professional services. He shall refer those served professionally solely on the basis of the interest of those being referred and not on any personal financial interest.

Members shall not misrepresent diagnostic information, services rendered, or products dispensed or engage in any scheme or artifice to defraud in connection with obtaining payment or reimbursement for such services or products.

Subject to Ministerial Approval, only regulated members may set and negotiate fees. A regulated member's fee must not exceed a fair and reasonable amount.

### **E. Delay or Discontinuance in Providing Services**

Members shall not delay nor discontinue furnishing care to clients without providing reasonable notice of withdrawal, ensuring all contractual agreements will be satisfied.

## **SECTION II: CONDUCT AND RESPONSIBILITY IN REGARD TO THE PROFESSION AND TO OTHER COLLEAGUES**

Members have the duty to observe all laws, rules and regulations outlined in the Health Professions Act, the Regulations, the Bylaws, the Standards of Practice and this Code of Ethics. They shall uphold the dignity and honor of the profession and accept its ethical principles. They shall not engage in any activity that will bring discredit to the profession and shall expose, without fear or favor, illegal or unethical conduct in the profession.

- a. If it appears that a member is in violation of this Code, fellow members must report the circumstances to the Complaints Director of CHAPA.

- b. Members holding an official position in CHAPA shall not use such a position for self-aggrandizement.
- c. Members of CHAPA shall not engage in any activity that violates this Code of Ethics, even if requested to do so by a non-regulated owner/employer. No member shall ask another member to engage in any activity that violates the Code of Ethics.
- d. Members shall offer services and products on their merits and shall refrain from making disparaging comments about competing practitioners or their services or products.
- e. Members shall conduct themselves at all times in a manner which will enhance the status of the profession.
- f. Members shall be supportive to individuals and organizations with whom they are associated to their mutual benefit.
- g. Members shall not engage in dishonesty, fraud, deceit, misrepresentation, sexual harassment, or any other form of conduct that adversely reflects on the profession or on the individual's fitness to serve persons professionally.
- h. Members shall not agree to practice under terms or conditions which tend to interfere with or impair the proper exercise of their professional judgment and skill, which tend to cause a deterioration of the quality of their service, or which require them to consent to unethical conduct.
- i. Members shall not copy or take paper or digital client files from an employer when leaving their employment.

### **SECION III: ADVERTISING**

Advertisement means any communication made orally, in print or through electronic media by or on behalf of a member, to the public or to one or more individuals, and having as its substantial purpose the promotion of the member or clinic or group with which the member is associated. Any statement by a member made in the course of an interview with the media is deemed to be an advertisement.

Any member who chooses to advertise his services shall use only material considered ethical and complying with the Health Professions Act, the Regulations, the Bylaws, the Standards of Practice and this Code of Ethics.

These guidelines are designed to provide safeguards not only against deception, but against practices which would tend to demoralize the profession by forcing its members into an unseemly rivalry which would enlarge the opportunities of the least scrupulous.

Members shall endorse the following statement of principles that assures protection of the client and the public in general:

**TRUTH** - Advertising shall tell the truth, and shall reveal significant facts, the concealment of which would mislead the public, and shall not dispense any product, or part thereof, representing that it is new, unused, or rebuilt, when such is not the fact.

**RESPONSIBILITY** - Members shall be willing and able to provide substantiation of claims made.

**TASTE AND DECENCY** - In the best interests of the public and to avoid harming the standing or reputation of the hearing aid profession generally, advertising shall be free of statements, illustrations, or implications which are offensive to good taste or public decency.

**PROFESSIONALISM** - Use of the word “free” when referring to professional products and services does not promote a high standard of professionalism and is strongly discouraged.

**DISPARAGEMENT** - Advertising shall offer merchandise or service on its merits, and shall refrain from attacking competitors or disparaging their products, services or methods of doing business.

**GUARANTEES AND WARRANTIES** - Advertising of guarantees and warranties shall be explicit and truthful.

**CLIENT ENDORSEMENTS** 6.- Advertising shall not disclose the name or identifying features of a client unless the client’s prior consent has been obtained, and inducement or benefit given to the client must be disclosed in the advertisement.

#### **SECTION IV: STANDARDS**

Maintenance of high standards by all members is in the best interest of persons served professionally, other members and the Profession.

- a. It shall be unethical for a member to willfully and knowingly violate any law or rule or regulation applicable to the dispensing of hearing aids.
- b. It shall be unethical to use titles or abbreviations with ones name when

such is not the fact.

- c. It shall be unethical to use any symbol or depiction which connotes the medical profession.
- d. It shall be unethical to use any terms that may reasonably be said to confuse the public that a private business practice has some relationship to a governmental or non-profit medical, educational or research institution unless such is the fact.

## **SECTION V: DISCRIMINATION**

Members shall not discriminate in the delivery of professional services on the basis of race, national origin, religion, gender, age, marital status, sexual orientation or disability. Neither shall they discriminate in their relationships with colleagues, students, or members of allied professions on these basis.

## **SECTION VI: ASSOCIATION**

Members shall associate with groups and organizations having for their objective the betterment of the profession. It will be considered in good judgment for members to maintain current membership in both the Canadian Hearing Instrument Practitioners Society (CHIPS) and the International Hearing Society (IHS).