

PARKLAND DENTAL ASSOCIATES INC.

CODE OF ETHICS

Preamble

This Code of Ethics represents a set of principles of professional conduct, rules and responsibilities by which the dentists and employees must aspire to fulfill their duties to their patients, to the public, to the profession, and to dentists and to the staff. The code of Professional Conduct outlines specific behaviours that are expected of our dentists and staff in the clinical setting.

BROAD PRINCIPLES:

- Be honest and impartial in serving patients, and the profession
- Use knowledge and skill to improve the health and well-being of patients
- Respect the dignity, professional status of and professional relationships with fellow staff members and other health care providers

RESPONSIBILITIES

A. RESPONSIBILITY TO PATIENT

1. SERVICE

- **Health and Well-Being:** The primary concern is the life, general oral health and well-being of our patients. It is the responsibility of our dentists and staff to provide patients with the highest quality of care in a timely manner.
- **Dignity:** Our dentists and staff are expected to advocate the dignity and self-respect of patients. Dentists and staff shall relate to all patients receiving care as persons worthy of respect and endeavour in all their actions to preserve and demonstrate respect for each individual.
- **Fairness:** Dentists and staff shall not exclude, as patients, members of society on the basis of discrimination with respect to factors such as race, ethnicity, culture, spiritual beliefs, social or marital status, gender, sexual orientation, age, health status, lifestyle, or the physical attributes of the patient.
- **Accountability:** Dentists and staff members are expected to conduct themselves with honesty and integrity.

2. CONFIDENTIALITY

- Patient information acquired in the practice will be kept in strict confidence except as required by law

3. PROVISION OF INFORMATION

- Dentists and staff are obligated to provide to patients an honest comment and opinion of their oral health.

4. PROPER MANAGEMENT OF RECORDS

- Dentists and staff are required to maintain accurate and comprehensive records of medical and dental histories, clinical findings, diagnoses, treatment plans, and treatments of each patient. Such records or reports of clinical information must be released to the patient or to whomever the patient directs, when requested by the patient.

B. RESPONSIBILITY TO PARKLAND DENTAL ASSOCIATES INC.

1. INAPPROPRIATE CONDUCT

- Dentists and staff are expected to conduct themselves with impeccable integrity and are obligated to address the violations of professional conduct first to the individual and then to the Office Manager or Senior Dentist

2. PROFESSIONAL EQUALITY

- Dentists and staff members are to be viewed as a partnership of equals. All dentists and staff members are colleagues with equal moral status and obligation in the decision-making process of each of their area of expertise.
- All individuals are to be treated with the utmost respect and be addressed in a professional, friendly manner.
- Every dentist and staff member should believe their presence within the company is important and an essential part of the success of Parkland Dental Associates, and should affirm each other in the same.
- Rules of common social etiquette apply to all ranks of dentists and staff.
- Speaking with each other honestly with open minds, in a non-threatening manner, is highly encouraged.
- All dentists and staff members will be expected to have and maintain personal boundaries.