



Code of Ethics

Having been accepted into membership in the Medical Surgical Dealers Association of Alberta, we do hereby subscribe without reservation to the Associations Code of Ethics.

The purpose of the Code of Ethics shall be to set and improve standards within the practice of providing home medical equipment, supplies and services. To maintain the ethical conduct and integrity of the Association, a member pledges to abide by the following:

- 1) To render the highest level of care promptly and competently taking into account the health and safety of the patient.
- 2) To serve all patients regardless of race, national origin, or reason of illness.
- 3) To provide quality home medical equipment, supplies and services which are appropriate for the patients needs.
- 4) To instruct the patients and/or caregivers in the proper use of equipment.
- 5) To explain fully and accurately to patients and/or caregivers patient's rights and obligations regarding rental, sale and service of home medical equipment.
- 6) To respect the confidential nature of the patient's records and not to disclose such information without proper authorization, except as required by law.
- 7) To continue to expand and improve professional knowledge and skills so as to provide patients with equipment, supplies and services which are continually updated.
- 8) To abide by Federal, Provincial and local laws and regulations which govern the home medical equipment and supply industry.
- 9) To avoid participating, directly or indirectly, with a source of patient referrals in a "captive referral arrangement" whereby patients are directed to utilize a supplier of home medical equipment and supplies in derogation of the patients rights to select the supplier of choice.
- 10) To act in good faith; to be honest, truthful and fair to all concerned.
- 11) To conduct business honorably without disparaging the products or services of others and without engaging in unfair or deceptive commercial practices.
- 12) To instill the spirit and intent of this code of ethics in all persons in our service.
- 13) To cooperate with fellow members to uphold this code and the lawful objectives of the association.