

Pedorthic Association of Canada

Code of Ethics

Introduction

The **Code of Ethics** has been published and distributed by the Pedorthic Association of Canada (PAC) to guide and assist the Certified Practicing Members, Candidate Members, and Non-Practicing Members in meeting and maintaining proper standards of professional conduct. The Code of Ethics shall be construed as a general guide and not a denial of the existence of other duties equally imperative and other rights not specifically mentioned.

Any allegations respecting violations of or conduct contrary to The Code of Ethics by a Certified Practicing Member shall be referred to The College of Pedorthics of Canada for investigation and disposition.

Definitions

- “Advertising” means the public promotion of a Pedorthic business and its services through any medium, including the internet.
- “Candidate Member” means an individual working toward a CPC designation. Any individual can only remain a Canadian Member for a maximum of 30 months.
- “Certified Practicing Member” means a member of PAC who is currently a member in good standing with The College of Pedorthics of Canada (CPC) and holds a Canadian Pedorthic designation.
- “Client” means a person who seeks the advice and professional services of a Pedorthist.
- “CPC” means The College of Pedorthics of Canada.
- “Direct Supervision” means supervision of Non-Certified Personnel, including a Candidate Member, as outlined in the CPC Position Statement: *Supervision of Non-Certified Personnel*.
- “Non-Practicing Member” means an individual engaged in a profession related to pedorthics, but not practicing pedorthics, such as a physician, nurse, etc.



- “PAC” means the Pedorthic Association of Canada, a non-profit association that promotes pedorthics in Canada.
 - “Pedorthic Practitioner” means a member holding a CPC designation and engaged in providing Pedorthic services within their scope of practice as defined by the CPC.
 - “Professional Designation” means the distinction earned by individuals who meet criteria for certification set by the CPC and abide by the stringent guidelines set by the CPC and who are therefore accountable for upholding the Pedorthic profession to the highest standards of practice, examples being the professional designations of C Ped Tech (C), C Ped (C), and/or C Ped MC.
 - “Professional Misconduct” means conduct contrary to this Code of Ethics including, but not limited to conduct described in Appendix “A” hereto.
 - “Professional Services” are the scope of treatment of the certified Pedorthist that may be applied to his/her clients.
 - “Retail Operations” consist of the sale of non custom/modified products within a Pedorthic facility.
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General Responsibilities

- (1) The Certified Practicing Member, Candidate Member and Non-Practicing Member has an obligation to abide by all applicable municipal, provincial and federal health and safety codes, legal requirements and societal conventions.
- (2) It is unethical for the Certified Practicing Member to engage in conduct which is deemed by the CPC to be in violation of the CPC Code of Ethics.
- (3) A Candidate Member must work under the direct supervision of a Certified Practicing Member, namely, a Certified Pedorthist (Canada) (C Ped (C)) or a Certified Pedorthist Master Craftsman (C Ped (MC)). The certified Practicing Member is responsible for the actions of the Candidate Member while under his/her supervision
- (4) A Non-Practicing Member shall not perform any functions of a Pedorthic Practitioner, unless that individual is an orthotist, chiropodist or podiatrist certified by a recognized Canadian College or Board.
- (5) The Certified Practicing Member and Candidate Member is obliged to ensure a safe, accessible, and comfortable environment for his/her clients and employees, free of

harassment.

(6) The Certified Practicing Member and Candidate Member shall ensure that documentation in client records is clear and accurate, satisfying acceptable client care, peer review and legal requirements.

(7) It is unethical for the Certified Practicing Member and Candidate Member to conceal or to confuse the ultimate cost of the service that he/she undertakes to furnish. Charges must be based strictly upon the product and/or services provided. The invoice must not misrepresent the products or services provided. All records (invoices, receipts, statements, etc.) must contain accurate information with respect to names, dates, products and so on. Products must be clearly itemized with separation of footwear, orthotics and modifications.

(8) A Certified Practicing Member and Candidate Member shall be responsible for the prompt identification and proposed resolution of conflicts of interest. If a real or potential conflict of interest arises, the Certified Practicing Member or Candidate Member shall take all reasonable steps to resolve conflict of interest by informing all parties of the need to resolve the situation.

(9) A Certified Practicing Member and Candidate Member shall not exploit any relationship established as a practitioner to further their own physical, emotional, financial, political, or business interests at the expense of the best interest of clients. This includes, but is not limited to:

- (a) soliciting clients of the Certified Practicing Member's and Candidate Member's employer for private practice;
- (b) using coercion or taking advantage of trust or dependency to engage in sexual activities or to initiate/continue treatment of a client where it is ineffective, unnecessary or no longer indicated;
- (c) breaching an agreement with a client or employer regarding the use of resources for provision of services;
- (d) securing or accepting significant financial or material benefit for activities which are already awarded by salary or other compensation; and,
- (e) prejudicing others against a colleague for reasons of personal gain.

(10) The Certified Practicing Member and Candidate Member have the following responsibilities as they relate to advertising (i.e. any promotional material through any medium including the internet):

- (a) Confine advertising of professional services to the presentation of

information reasonably needed by clients or colleagues to make an informed decision about the availability and appropriateness of your professional services.

- (b) Advertising of retail operations, sales, promotions or other marketing campaigns should be kept completely separate from advertising of professional services.
- (c) Professional Service advertising should:
 - Make sure that any announcement or advertisement directed towards clients or colleagues is demonstrably true in all respects.
 - Advertising should not stimulate a demand for unnecessary health care services; Certified Practicing Members and Candidate Members must not advertise in a way that promotes the excessive or unnecessary use of pedorthic services.
 - Advertising should not bring the profession into disrepute.
 - Not make comparisons with another Certified Practicing Member and Candidate Member or other foot care professional to suggest superiority.
 - Refrain from making fraudulent or misleading statements concerning his or her, or the professions skills, knowledge or capabilities.
 - Not provide any guarantee of the success of the service provided.
 - Not advertise coupons, discounts, or free assessments or products for professional services and/or custom made and/or modified devices.

Responsibilities to the Client

Certified Practicing Members and Candidate Members must:

- (1) Provide the client with medically necessary services in a conscientious manner and with the client's best interests in mind. Do not exploit clients for personal advantage.
- (2) Take all reasonable steps to prevent harm to clients; should harm occur, disclose it to the client.
- (3) Be knowledgeable, honest and forthright in presenting himself or herself as a health care provider.
- (4) Provide information to the referring professional or the paying agent (such as the insurer). Consultation shall include routine follow-up letters to the referring and attending professionals.

- (5) Maintain confidentiality of all information, relating to the client's condition. It is unethical for the Certified Practicing Member or Candidate Member to release any information about a client, his/her condition, or his/her treatment, other than in consultation with the referring professional (consultation shall include routine follow-up letters to the referring and attending professionals). No other person is legally entitled to access to a client's file without the client's express written consent.
- (6) Upon a client's request, provide the client or a third party with a copy of his/her medical record.
- (7) Information from client records may be released for the purposes of research or other public interest use, provided that anything that would identify the client specifically is removed. Information from client files should be released to the client when requested in writing, or to a third party when appropriate client consent has been received.
- (8) Provide clients with the information and advice they need to make informed decisions about their pedorthic care, and answer their questions to the best of their ability. Make every reasonable effort to communicate with clients in such a way that the information exchanged is understood. Refer to Certified Practicing Members when necessary.
- (9) Ensure that information is available or has been provided to clients so that they know how to obtain care in the practitioner's absence.
- (10) Respect the right of a competent client to accept or reject any professional services recommended.
- (11) Make office hours readily known and be available to clients during those business hours.
- (12) Answer client inquiries within a reasonable time period.
- (13) Make every effort to fill a client's prescription within a reasonable period of time. In such cases where this cannot be fulfilled, the Pedorthic practitioner has the obligation to inform the client of the situation so that their physician can make a judgment as to what alternative would be in the best interest of the client.
- (14) Recognize one's limitations and the competence of others and when indicated, recommend that additional opinions and services be sought.

Responsibilities to the Profession

The Certified Practicing Member and Candidate Member shall:

- (1) Endeavor to maintain and improve their professional knowledge and skill, and in this regard shall maintain required continuing education points and should provide educational opportunity to others.
- (2) Avoid impugning the reputation of colleagues for personal motives; however, report to PAC any unethical conduct by colleagues.
- (3) Enter into professional affiliations with others, but only do so, if they can maintain their own professional integrity.
- (4) Possess the qualities of integrity and reliability and shall maintain a standard of professional competency.

Responsibilities to the Public

- (1) It is unethical for the Certified Practicing Member or Candidate Member to represent himself or herself in any way that could mislead the public as to their qualifications. The terms “pedorthic technician”, “pedorthist”, “certified pedorthist” and “pedorthic master craftsman”, are reserved only for those practitioners who are appropriately certified by The College of Pedorthics of Canada. Any use of these terms or similar terms, in the absence of appropriate certification will be considered misrepresentation, a violation of this Code of Ethics and may result in the suspension or revocation of that individual’s PAC Membership.
- (2) The Certified Practicing Member and Candidate Member may not solicit clients or referring professionals with gratuitous offers.
- (3) The Certified Practicing Members and Candidate Member shall recognize a responsibility to give generally held opinions of the profession when interpreting scientific knowledge to the public; when presenting an opinion that is contrary to the generally held opinion of the profession, so indicate.

Responsibilities to Oneself

- (1) The Certified Practicing Member and Candidate Member shall seek help from colleagues and appropriately qualified professionals for personal problems that might adversely affect service to clients, society or the profession.
- (2) The Certified Practicing Member and Candidate Member shall take steps to



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protect and enhance one's own health and well being by identifying those stress factors in their professional and personal lives that can be managed by developing and practicing appropriate coping strategies.



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APPENDIX "A"

Examples of Professional Misconduct

The following further clarifies and provides some examples of potential acts of misconduct.

REPRESENTATIONS ABOUT MEMBERS (i.e. Candidate Member and Certified Practicing Member) AND THEIR QUALIFICATIONS AND/OR LEVEL OF SERVICE

1. Using a name other than the member's name as entered in the register.
2. Claims or guarantees such as “we cure heel pain”.

RECORD KEEPING AND REPORTS

3. Failing to keep records in accordance with the standards of a health care profession.
4. Falsifying a record relating to the member's practice.
5. Signing or issuing, in the member's professional capacity a document that the member knows, or ought to have known, contains a false or misleading statement.

BUSINESS PRACTICES

6. Submitting an account or charge for services that the member knows is false or misleading.
7. Failing to advise the clients of the fee to be charged or any penalties for late payment prior to providing a service.
8. Charging a fee that is excessive in relation to the service provided.
9. Offering or giving a reduction for prompt payment of an account.

Please note that it is acceptable for the member to provide pro bono or reduced cost services on a discretionary basis for clients with an ability to pay.

MISCELLANEOUS MATTERS

10. Engaging in conduct or performing an act relevant to the practice of the profession that, having regard to all the circumstances would reasonably be regarded by members as disgraceful, dishonourable or unprofessional.
11. Misappropriating property from a client or workplace.
12. Failing to inform the member's employer of the member's inability to accept responsibility in those areas where specific training is required or where the member does not feel competent to function without supervision.
13. Failing to comply with an order of a panel of the Ethics Committee, or any other PAC Committee.



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14. Failing to appear before a panel of the Ethics Committee or other PAC Committee when requested to do so.
15. Failing to co-operate in a PAC investigation and/or hearing.
16. Failing to reply appropriately or within a reasonable time to a written enquiry made by the PAC.
17. Advertising professional services with offers of free product, coupons or discounts on retail products that are coupled with professional services.
18. Advertising by making statements that could be derogatory to another provider.
19. Bundling of professional services with retail products.

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