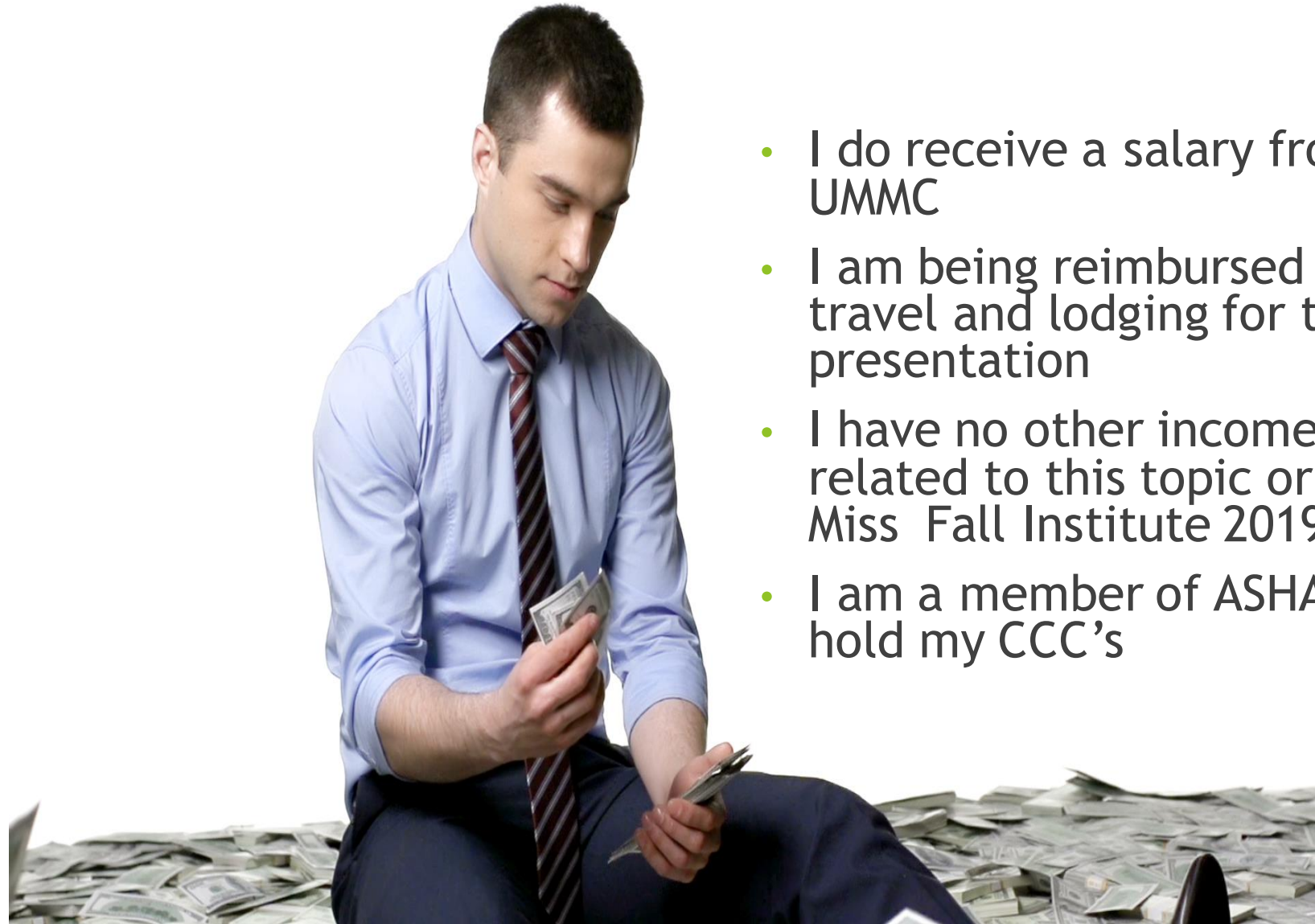


Let's Get Ethical !!!

Josephine S. Alston, M.A., CCC-SLP

University of Mississippi Medical Center

Department of Otolaryngology and Communicative Sciences



- I do receive a salary from UMMC
- I am being reimbursed for my travel and lodging for this presentation
- I have no other income related to this topic or the Ole Miss Fall Institute 2019
- I am a member of ASHA and hold my CCC's

Learner Objectives (that's for you)

- ▶ **Participants will be able to utilize the ASHA Code of Ethics (COE) for reference in their practice setting**
- ▶ **Participants will be able to describe the correct steps to take if they recognize or experience an ethics violation in their practice setting**
- ▶ **Participants will be able to describe ASHA's new requirement for ethics training starting 1/1/2020**

eth·ics

/eTHiks/

noun

1. moral principles that govern a person's behavior or the conducting of an activity.
2. the branch of knowledge that deals with moral principles.

-Webster's Dictionary

MY INSPIRATION...

...of what not to do...Michael Scott & Olivia Newton-John



Why is it important to know about ASHA's Code of Ethics

- ▶ Protect yourself, don't get in trouble
- ▶ Protect your clients/patients, do no harm
- ▶ Protect your profession, keep your friends
- ▶ Meet your requirements for ASHA Certification beginning Jan 1, 2020, because they said so!

ASHA Professional Development Requirements for the 2020 AUD and SLP Certification Standards

- ▶ January 1, 2020
- ▶ 3 year cycle
- ▶ 30 CEUs
- ▶ at least 1 of the 30 hours must be related to Ethics



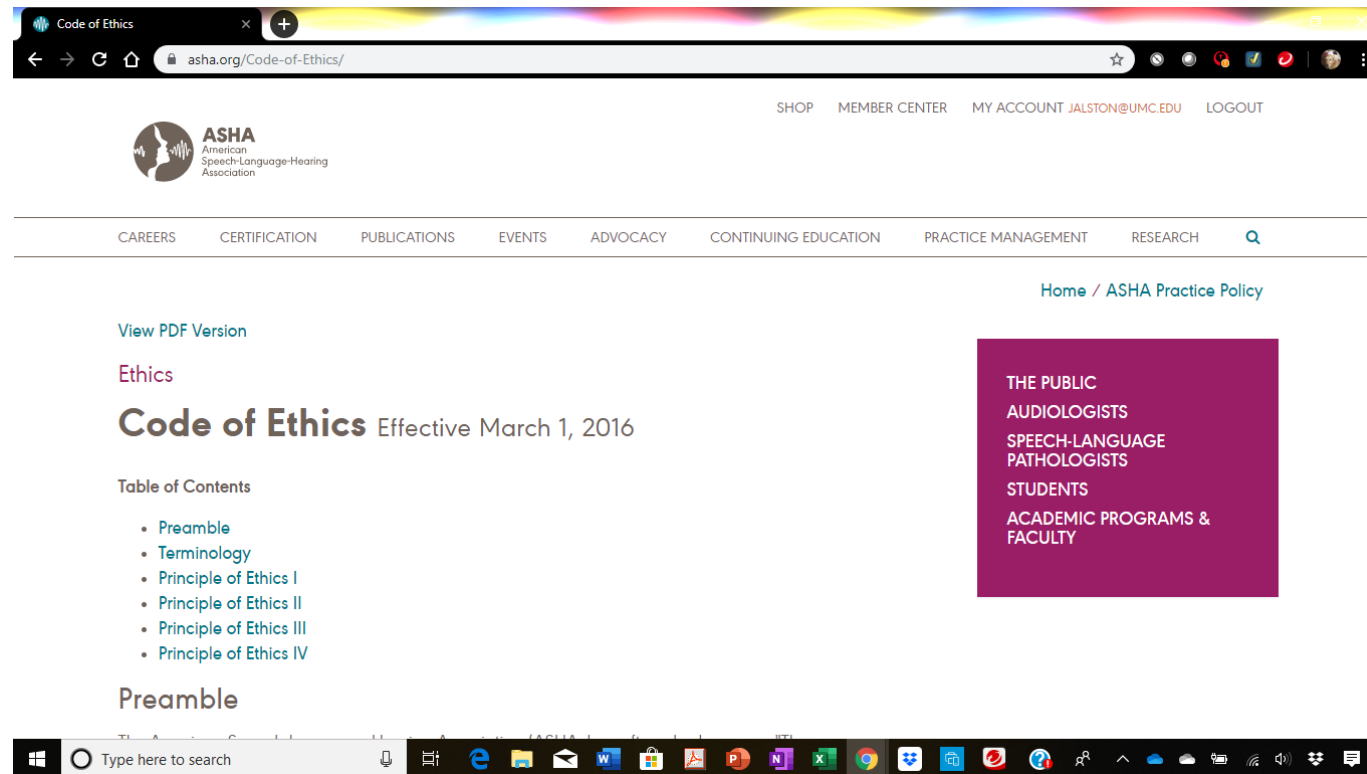
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Ethics topics

- Ethical/moral development
- Ethical theories and models
- Values, character, morals and ethics
- Professionalism, Interprofessional professionalism
- Interprofessional collaboration and ethics
- **Codes of ethics, interpretation, application**
- Understanding codes of ethics; preventing ethical violations; reporting violations, whistle-blowing
- Ethical decision-making; models and methods of ethical decision-making
- Reflection and ethical decision-making
- Ethics and patient/student care
- Ethics and relationships with patients/students and family members
- Ethics and research, human subjects
- Managing your practice in an ethical way; ethics and practice management (HIPAA, etc.)
- Ethics related to multicultural issues, cultural competence, diversity
- Ethical issues related to business, administration, leadership, supervision, on, competence, boundary issues
- Ethics related to advertising; marketing; social media
- Ethics related to technology platforms for client/patient records and security
- Ethical considerations and decision-making as or treatment
- The integration of professional ethics, business ethics, and the ASHA Code of Ethics in professional practice settings
- Multicultural and/or cross-linguistic issues related to ethics and ethical decision making
- Interprofessional education and interprofessional practice related ethics and ethical decision making
- of communication

Asha Code of Ethics

So where can you find it???



► www.asha.org/code-of-ethics



REAL LIFE SITUATIONS

What is the purpose of the ASHA Code of Ethics ?

- Values
- Expectations
- Consumers
- Reputation

ASHA Code of Ethics



- ▶ Preamble
- ▶ Terminology
- ▶ Principle of Ethics I
- ▶ Principle of Ethics II
- ▶ Principle of Ethics III
- ▶ Principle of Ethics IV

Preamble Take-Aways

The COE is a set of “rules and regulations”

WHO

- ▶ a member of the American Speech-Language-Hearing Association holding the Certificate of Clinical Competence (CCC)
- ▶ a member of the Association not holding the Certificate of Clinical Competence (CCC)
- ▶ a nonmember of the Association holding the Certificate of Clinical Competence (CCC)
- ▶ an applicant for certification, or for membership and certification

Terminology Take-Aways

- ▶ Conflict of interest
- ▶ Crime
- ▶ Diminished decision-making ability
- ▶ Impaired practitioner
- ▶ Jurisdiction
- ▶ Informed consent
- ▶ May vs. shall
- ▶ Fraud
- ▶ Misrepresentation
- ▶ Negligence
- ▶ Nolo contendere
- ▶ Publicly sanctioned
- ▶ Reasonable or reasonably
- ▶ Plagiarism
- ▶ Self-report
- ▶ Support personnel
- ▶ Telepractice, teletherapy
- ▶ written



Principle I Take-Aways - 20 Rules of Ethics

“Individuals shall honor their responsibility to hold paramount the welfare of persons they serve professionally or who are participants in research and scholarly activities, and they shall treat animals involved in research in a humane manner”

- ▶ Competence
- ▶ Discrimination
- ▶ Misrepresentation
- ▶ Qualification
- ▶ Supervision
- ▶ Informed Consent
- ▶ Risks vs. Benefits
- ▶ Cognition Concerns for appropriate consent



Principle I Take-Aways Continued....



- ▶ Consent
- ▶ Clear purpose
- ▶ Benefit
- ▶ Guarantees
- ▶ Evidence
- ▶ Telepractice guidelines
- ▶ HIPPA
- ▶ Documentation
- ▶ Abuse/addiction
- ▶ Reporting
- ▶ Abandonment



SUPERVISION EXAMPLE

Principal II Take-Aways

8 Rules of Ethics

“Individuals shall honor their responsibility to achieve and maintain the highest level of professional competence and performance.”

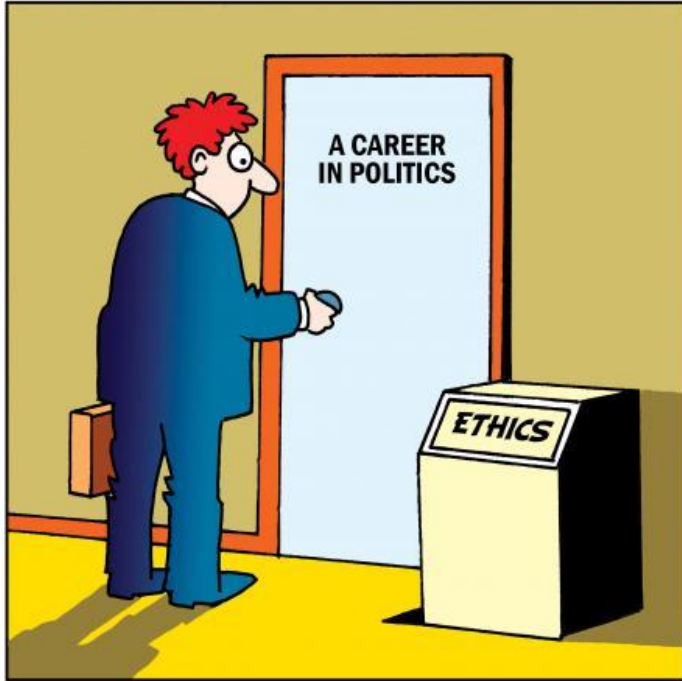
- ▶ Scope of practice
- ▶ Certification and services
- ▶ Research regulations
- ▶ Lifelong learning
- ▶ Supervisors/Admin responsibilities
- ▶ Technology and instruments
- ▶ Calibrated research technology

Principal III Take-Aways

7 Rules of Ethics

“Individuals shall honor their responsibility to the public when advocating for the unmet communication and swallowing needs of the public and shall provide accurate information involving any aspect of the professions.”

- ▶ Misrepresentation
- ▶ Conflicts of interest
- ▶ Fraudulent Behavior



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- ▶ Accuracy in the public domain
- ▶ Truth in Advertising/research
- ▶ Accurate financials

“Individuals shall uphold the dignity and autonomy of the professions, maintain collaborative and harmonious interprofessional and intra-professional relationships, and accept the professions’ self-imposed standards.

Principle IV Take-Aways 20 Rules of Ethics

- Collaboration
- Professional judgement
- Statements
- Honesty
- Harassment and Abuse of Power
- Sexual Activities with Individuals
- Supervisors can’t ignore
- Publication Rules
- References and plagiarism

Principle IV Take-Aways Continued



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- ▶ Discrimination
- ▶ Reporting violations
- ▶ Report others
- ▶ Baseless complaints
- ▶ Comply with regulations
- ▶ Liars or lying by omission
- ▶ Abide local laws and regulations
- ▶ Self Report

What if I see an ethics violation???

- ▶ Try to resolve inhouse with communication. Try again.
- ▶ Go to ASHA Website
- ▶ Fill out form
- ▶ Mail it to: American Speech-Language Hearing Association, Standards and Ethics 2200 Research Blvd., Rockville, MD 20850
- ▶ Contact state licensing board



To File an ASHA Complaint

- ▶ **Member**
- ▶ **CFY**
- ▶ **Timing important**
- ▶ **No Anonymous**
- ▶ **Organization or Employer**
- ▶ **Snail Mail**

ASHA HAS LIMITATIONS

Limitations:

- ▶ **Legal Remedy**
- ▶ **Retaliation**
- ▶ **No hearing**
- ▶ **Decisions made off facts**

MS Department of Health- Licensing Board

- ▶ All complaints concerning a licensee, his/her business, or professional practice shall be reviewed by the department. Each complaint received shall be logged, recording at a minimum the following information:

1. Licensee Name
2. Name of the complaining party
3. Date of complaint
4. Brief statement of complaint
5. Disposition

All complaints will be investigated and evaluated by Department

MS DOH -Complaint

- ▶ **Summary**
- ▶ **Formal Charge**
- ▶ **Hearing**
- ▶ **Sanctions**

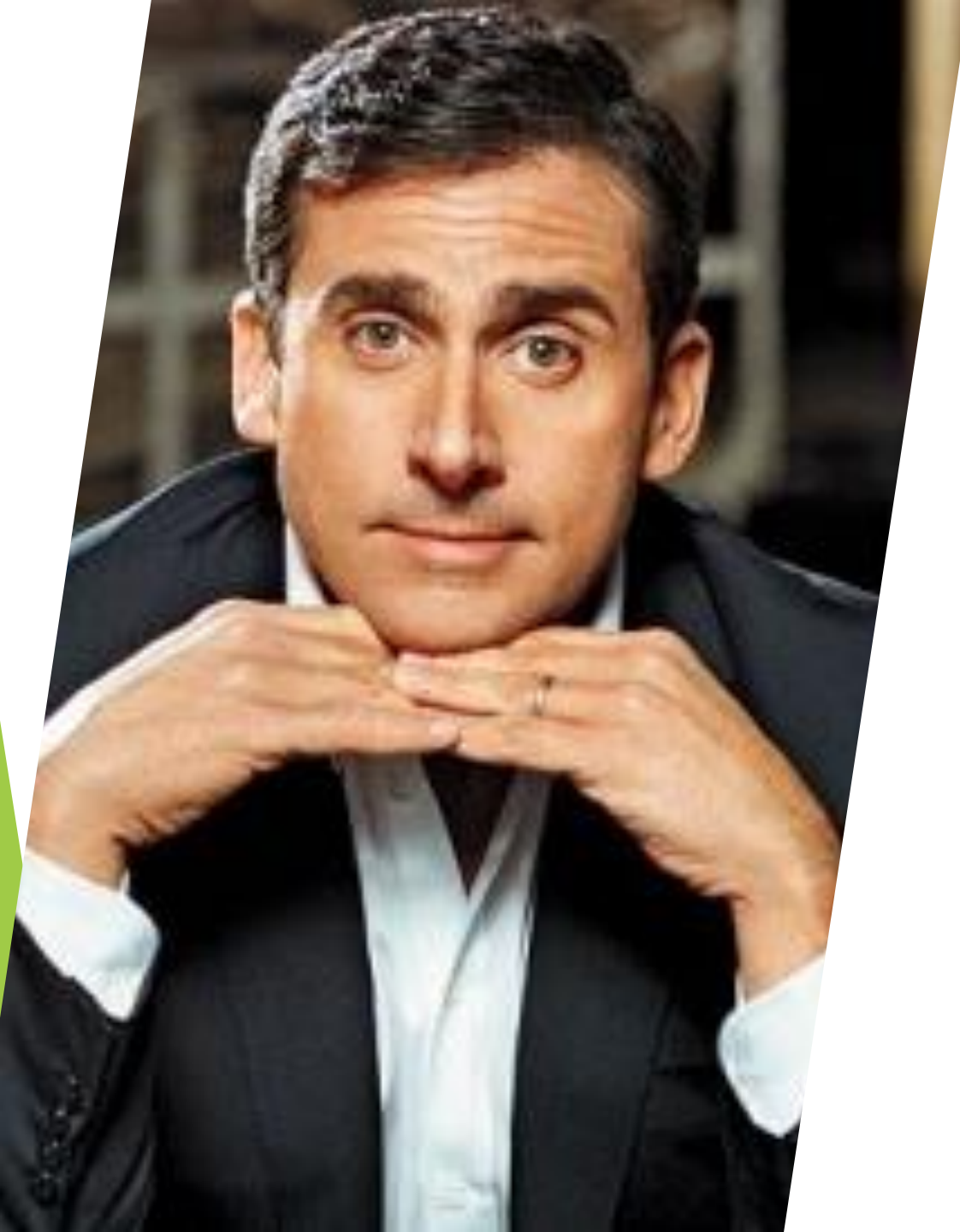


MSHA Complaint

- ▶ **Notify State Association**

References:

- American Speech-Language-Hearing Association. (2016). *Code of ethics* [Ethics]. Available from www.asha.org/policy/. © Copyright 2015 American Speech-Language-Hearing Association. All rights reserved
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QUESTIONS ?