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# The Code of Ethics

**Each staff member, volunteer or student is expected to apply the following principles in their conduct and actions during their employment with Northwood.**

## **Towards residents, clients, family and visitors...**

- Treat each person in a respectful and caring manner, mindful of individual differences and cultural and ethnic diversity
- Protect the confidentiality and integrity of all medical, professional and corporate information gathered in the course of our employment or other professional activities
- As a representative of Northwood, ensure that our personal, professional and business conduct reflects the core values of the organization and promotes the well-being of residents, clients, family and visitors
- Participate fully in the creation of an environment of support, safety and dignity for residents and clients by respecting the individual's right to privacy, choice and quality of life
- Commit with other members of the multi-disciplinary team to promote a holistic approach to the delivery of care
- Ensure residents and clients are treated with respect. We do not verbally, physically, emotionally or sexually harass residents or clients, seek favors or solicit advantages from resident, clients or families
- Seek to base our services on evidenced based and best practices through the integration of research findings into practice. We support the concept of a knowledge building organization

## **Towards other staff, students and volunteers...**

- Demonstrate respect for other members of staff, volunteers and students by observing rules of fairness, acceptance and cooperation
- Observe codes of conduct that prohibit any form of sexual harassment or bullying of fellow staff, students and volunteers
- Demonstrate concern for other members of staff, volunteers and students by actively participating in the promotion of a healthy, safe and secure work environment
- Support other members of staff, students and volunteers by being a role model, respecting the role of others and assisting where appropriate, in teaching, mentoring and supporting personal development
- Respect and invite the diversity of others in their cultures, beliefs and actions
- Contribute to a multi-disciplinary approach to care by supporting teamwork, participation and by practicing within the limits of personal competence and assigned duties

## **Towards Northwood...**

- Conduct personal, professional and organizational activities with honesty and integrity that reflect the core values of the organization and enhance the trust, respect and confidence of the public
- Promote the organization in a positive manner to the community
- Abide by and promote the laws of society and the rules and regulations of Northwood
- Ensure our position and authority is not used to cause undue stress to others, negatively impact the organization or for inappropriate personal or financial gain
- Allocate resources based on a process that identifies need and focuses on the client

## **Towards the Community...**

- Foster and maintain positive relations with all organizations advancing our common interests and goals
- Be a good neighbor and corporate citizen

## **Towards the Health Care System...**

- Provide a service that meets or exceeds the expectations of the health care system and supports the principals of community health
- Maintain our credibility by acting as responsible stewards of the resources entrusted to our use
- Seek to be informed of industry events, share information and talent
- Participate in partnerships and joint quality improvements projects contributing to a more effective system