

NEW MEXICO ASSOCIATION FOR HOME & HOSPICE CARE

New Mexico Association for Home & Hospice

Code of Ethics

As members of the New Mexico Association for Home & Hospice Care, we are committed to upholding the highest standards of professionalism, integrity, and compassion in the delivery of home based care services. Our Code of Ethics serves as a guide to ensure that our actions and decisions reflect the values and principles that are fundamental to our profession.

1. **Commitment to Quality Care through Education:** We pledge to provide high-quality, evidence-based care that promotes the health, safety, and well-being of our clients. We will continuously strive to enhance the quality of our services through ongoing education, training, and quality improvement initiatives.
2. **Commitment to Professional Development:** We will invest in the professional development and well-being of our staff, providing opportunities for ongoing education, training, and career advancement. We will foster a culture of learning, innovation, and continuous improvement within our organization.
3. **Respect for Individual Dignity and Autonomy:** We recognize and respect the inherent dignity, rights, and autonomy of each individual receiving home based care. We will treat all clients with dignity, compassion, and respect, honoring their preferences, cultural beliefs, and personal values.
4. **Integrity and Transparency:** We are committed to conducting our business with honesty, integrity, and transparency. We will maintain accurate and complete records and adhere to all legal and regulatory requirements.
5. **Collaboration and Communication** We will collaborate effectively with clients, state agencies, payors, and providers to ensure quality, coordinated care in the home. We will communicate openly, honestly, and respectfully with all stakeholders. We believe that collaborations between member agencies can often be not only benign but procompetitive. Our members will use membership conferences and meetings to collaborate in order to promote the best possible delivery of care across our industry.
6. **Antitrust:** Members shall not engage in activities or discussions which might be construed as an attempt to: (a) regulate the amount of services available; (b) allocate markets; (c) encourage boycotts; (d) foster unfair trade practices; (e) Assist in monopolization; or (f) In any way violate federal or applicable state antitrust laws.
7. **Professionalism and Accountability:** We will conduct ourselves in a professional manner at all times, demonstrating competence, accountability, and reliability in the delivery of care. We support the principles and purposes of NMAHHC and will not engage in activity that reflects adversely on the Association or its members. Members will

respond to member complaints presented by NMAHHC and make a good faith effort to resolve all complaints in accordance with generally accepted good business practices.

8. **Ethical Marketing and Business Practices:** We will engage in ethical marketing and business practices, ensuring that our promotional activities accurately represent the services we provide and adhere to industry standards and guidelines. We will follow the Managed Care Policy Manual's policy regarding solicitation. We will avoid engaging in deceptive or exploitative marketing/solicitation practices.

9. **Advocacy for Accessible and Affordable Care:** We will advocate for policies and initiatives that promote access to high-quality, affordable home care and hospice services for all individuals in need. We will support efforts to address disparities in care and ensure equitable access to services for vulnerable populations.

10. **Adherence to the Code of Ethics:** We recognize that adherence to this Code of Ethics is essential to maintaining the trust and confidence of our industry. We commit to upholding these principles in all aspects of our professional practice and to holding ourselves and each other accountable for our actions.

As members of the New Mexico Association for Home & Hospice Care, we embrace our responsibility to uphold the highest ethical standards and to promote the health, safety, and well-being of those we serve in the home. We pledge to honor the principles outlined in this Code of Ethics and to continually strive to advance the quality and integrity of care in the home whether by personal care services home care or hospice services.