

Unified VCA Code of Ethics

Approved by Membership on 10/13/12

Purpose

To uphold the greatest good for the patient, promote health, and alleviate suffering.

Responsibilities to Patients

- 1- The Doctor of Chiropractic (DC) should be ready and willing to make himself/herself available to respond to those needing their professional services, while free to accept or reject any patient except in the case of emergencies.
- 2- The DC should neither neglect nor abandon his/her accepted patients. Should a withdrawal of treatment become necessary, the DC should allow appropriate notice and provide a referral or offer assistance in obtaining further care.
- 3- The DC should preserve patient confidences and records except under patient/legal custodian direction and written consent as required by the Virginia Board of Medicine.
- 4- The DC should be ever observant to recognize when a patient is no longer benefiting from care and refer accordingly or terminate the professional relationship accordingly.
- 5- The DC should maintain the highest standards of personal and professional conduct, refraining from illegal and immoral conduct/comments and keep abreast of changes to these standards as outlined by the Virginia Board of Medicine.
- 6- The DC should perform examinations of sufficient merit to patients' presentations to adequately diagnose, document, and treat the needs of the patient within their scope of practice.
- 7- The DC is entitled to receive reasonable compensation for their professional services commensurate with the value of rendered services and presenting condition complexity.

Responsibilities to the Public

- 1- The DC should act as a professional dedicated to the greatest good of the patient, promotion of health, prevention of illness, and alleviation of suffering.
- 2- The DC may advertise in relevance to health awareness and prevention by accurate, truthful means while conforming to applicable state laws and regulations.
- 3- The DC will continue to strive to improve his/her skill and competence by keeping abreast of health and scientific literature and utilizing other appropriate means of continued education and study, including but not necessarily limited to those required by the state governing body.
- 4- The DC may testify as expert witness or as treating doctor when his/her patients are involved in court cases, Personal Injury (PI) cases, Workman's Compensation (WC) cases, or other similar administrative/legal proceedings.
- 5- The DC should address him/herself to improvements in licensing procedure with the development of the profession and relevant advances in science for the better of the communities he/she serves.

Responsibilities to the Profession

- 1- The DC shall be knowledgeable and abiding of all the laws and governing regulations of the practice of chiropractic.
- 2- The DC should remain aware of the public's expectation of health care providers and work to maintain communal trust in our provider status.
- 3- The DC should work to promote relationships with other member of the profession in order to promote exchange of information advantageous for the public's wellbeing and health.
- 4- The DC shall avoid impugning the reputation of his/her colleagues and work to maintain inter-professional relationships.
- 5- The DC should respect the personal differences in style and substance that can exist within the chiropractic scope of practice and seek to monitor, discuss and deliberate such differences in a private manner so that we may present a united voice to the public and other health professions. (Reference: The Statement of Professional Identity adopted by the association memberships on April 24, 2009.)