

KENNEDY UNIVERSITY HOSPITAL
Medical Staff Principles of Citizenship: Code of Conduct

Preamble:

Kennedy Memorial Hospitals-University Medical Center and its medical staff acknowledge that their success in the marketplace and their ability to deliver high quality health care depend, in large part, upon their ability to communicate well, collaborate effectively and work as a team to optimize clinical outcomes and improve patient satisfaction.

It is agreed that there are many participants in the process of providing health care, including patients, their families, Kennedy associates, physicians, house staff and other direct healthcare providers. In order to obtain good clinical outcomes and foster a positive, professional environment these participants must work together as a team. Kennedy and its medical staff affirm that everyone, both recipients and providers of care, must be treated in a dignified, respectful manner at all times in order for their mutual goal of high-quality health care to be accomplished.

Physicians and Kennedy further affirm that it is their mutual responsibility to work together in an ongoing, positive, dynamic process that requires frequent, continual communication and feedback. Both agree to devote the necessary time and resources toward achieving these goals and maintaining a positive, collaborative relationship between themselves and with other providers and recipients of care.

It is further agreed that retaliation against any person who addresses or reports unacceptable behavior will not be tolerated.

Principles:

In order to accomplish these goals, physicians agree to the following principles and guidelines:

1. Respectful Treatment

All members of the health care provider team (e.g. physicians, Kennedy associates, house staff and contract personnel) and all direct and indirect recipients of health care (e.g. patients, their families, visitors) shall be treated in a respectful, dignified manner at all times. Language and nonverbal behavior and communication should reflect this respect.

2. Language

It is not acceptable to use language that is profane, vulgar, sexually suggestive or explicit, intimidating, degrading, or racially/ethnically/culturally slurring in any professional setting related to the hospital and the care of its patients.

3. Communication

Communications, including spoken remarks, written documents and e-mails should be honest and direct and conducted in a professional, constructive, respectful manner.

Telephone communications should be respectful and professional. Initiators are expected to prepare for their call by having all the necessary information

available and organizing their questions and comments. Receivers will responders in a courteous and professional manner regardless of the time of day the call is made.

4. Physician Accountability and Accessibility

The attending physician is responsible for the overall care of the patient. This is documented in your rules and regulations and is a Joint Commission requirement. As a core affiliate of UMDNJ-SOM , there are interns, residents and fellows who provide care for patients under the supervision of teaching attendings. It is expected that the attending physician will closely supervise and monitor the care provided by the housestaff and give direction, as needed.

If you receive a patient care related call from a house officer or nurse, it is expected that you will respond promptly and courteously.

5. Behavior

All individuals agree to refrain from any behavior that is deemed to be intimidating, threatening or harassing, sexually or otherwise, including but not limited to: unwanted touching, sexually oriented or degrading jokes or comments, requests for sexual favors, obscene gestures, physical throwing of objects or making inappropriate, unprofessional comments regarding physicians, Kennedy associates, other providers or patients.

6. Confidentiality/HIPAA

Physicians and staff agree to maintain complete confidentiality of patient care information at all times, in a manner consistent with generally accepted principles of medical confidentiality, including HIPAA. The parties further recognize that physicians and hospital staff have the right to have certain personal and performance problems and concerns about competence dealt with in a confidential manner in a private setting. Physicians and staff agree to maintain this confidentiality and to seek proper, professional, objective arenas in which to deal with these issues.

7. Professional Attire

Presenting a professional appearance is important to increased patient satisfaction and to how patients perceive the competence of the individuals who provide their care. It is expected that physicians will dress in a professional manner at all times except when the attending is asked to respond to an emergent/urgent patient care need from outside the hospital.

8. Ethical Standards

All members of the medical staff shall abide by the Code of Ethics of the American Medical Association, the American Osteopathic Association and/or other ethical principles established by the member's profession. Physicians are expected to refrain from fee splitting or other inducements relating to patient care referrals.

9. Conflict of Interest/Disclosure

There are certain relationships which may affect a person's objectivity when voting on certain matters while serving in a decision-making or leadership position because of some benefit gained if allowed to vote. If a physician is asked to serve on any of Kennedy Health System's governing boards, become

a department chief, enter into a financial arrangement with the health system to provide medical and/or administrative services or participate in a joint venture a disclosure regarding any conflicts or potential conflicts of interest must be obtained prior to the appointment/contract/agreement being finalized.

10. Corporate Compliance/Fraud and Abuse

In addition to adhering to your professional organization's Code of Ethics, there is also an ethical standard that all practitioners are expected to adhere to, in accordance with Federal regulations and hospital policy.

- You must comply with all Federal, State and local laws and regulations
- including the acceptance of kickbacks for referrals

- You must refrain from billing for services that not rendered or that cannot be substantiated with adequate documentation.

- You are expected to provide care for patients that meets quality standards regardless of their ability to pay.

- You are expected to report, in good faith, any violation of the Code of Ethics, laws, regulations or other irregularity by any practitioner, other health care provider or other person within the Kennedy facilities.

Corporate Compliance Hotline

The Corporate Compliance Hotline is dedicated to the confidential reporting of serious concerns relating to known or suspected violations of laws, regulations, and/or internal health system policies. You are encouraged to report concerns by calling the hotline 24/7 at **(856) 429-3546**. Your report may be anonymous