



PRINCE EDWARD ISLAND
COLLEGE OF PHARMACISTS

Member organization of National Association of Pharmacy Regulatory Authorities (NAPRA)

CODE OF ETHICS

PRINCIPLE 1: ALWAYS PUT THE PATIENT FIRST

PRINCIPLE 2: PROVIDE A SAFE AND QUALITY SERVICE

PRINCIPLE 3. ACT WITH PROFESSIONALISM AND INTEGRITY AT
ALL TIMES

PRINCIPLE 4: COMMUNICATE EFFECTIVELY AND WORK
PROPERLY WITH COLLEAGUES

PRINCIPLE 5: MAINTAIN AND DEVELOP YOUR KNOWLEDGE
SKILLS AND COMPETENCE

About the PEI College of Pharmacists

The PEI College of Pharmacists is the registering and regulatory body for the profession of pharmacy in Prince Edward Island. The mandate of the PEI College of Pharmacists is to serve and protect the public with regards to pharmacy practice and hold pharmacists, pharmacy technicians, students and interns accountable to legislation, standards of practice, code of ethics and policies and guidelines. This is accomplished through the following:

1. Regulating the practice of pharmacy in accordance with legislation.
2. Developing and enforcing standards of practice, code of ethics, policies and guidelines
3. Ensuring that only the applicants who have met registration requirements are authorized to practice in Prince Edward Island.
4. Promoting continued competence.
5. Authorizing pharmacies that have met operational criteria to operate in the province.
6. Conducting audits of pharmacies to ensure compliance with established standards.
7. Managing the complaints and discipline process related to our members.

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Every pharmacist, technician, student and intern is responsible for their conduct, behavior and professional practice. The PEI College of Pharmacists holds members accountable for adhering to the Code of Ethics.



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Introduction

A responsibility of the PEI College of Pharmacists, as set out in the Regulated Health Professions Act-Part V Standards of Practice and Code of Ethics, is to adopt a code of ethics governing the professional conduct of members.

Ethics are the foundation for ethical behavior, actions and attitudes. The role of the Code of Ethics is to guide members of the PEI College of Pharmacists in their scope of practice, professional development and decision making while maintaining this ethical foundation. The Code assists members in ensuring the consistent delivery of professional standards which in turn fulfills the College’s mandate of protecting the public and putting patient’s interests first.

Every member has a responsibility to understand the laws and regulations, standards and guidelines that guide their practice. The Code of Ethics applies to all members of the PEI College of Pharmacists, in accordance with their scope of practice, including pharmacists, pharmacy technicians, interns and students. The Code of Ethics also applies to the operation of pharmacies and to the conduct of licensees and proprietors under the *Pharmacy Act*. Members are responsible for applying the Code of Ethics in the context of their practice sites, including those which may not involve a healthcare professional/patient relationship.

Purpose:

- Communicate the ethical principles and standards by which members are guided and under which they are accountable;
- Informs patients and the public what they can expect from members by reinforcing the obligation of pharmacy professionals to put patient’s interests first;
- Provides a benchmark for monitoring and addressing conduct of members.

The Code of Ethics applies to all members of the PEI College of Pharmacists, in accordance with their scope of practice, including pharmacists, pharmacy technicians, interns and students.

The Code of Ethics describes five broad principles and professional standards that articulate the standards of conduct, ethics and professional performance expected of members. The principles are of equal importance and not listed in order of priority. In addition, the standards listed under each principle are not meant to be an exhaustive or definitive list of ethical behaviors. Therefore, it is inappropriate to justify unethical behavior because the Code of Ethics does not prohibit the behavior. While the Code of Ethics does not set out how each member should meet the standards, the member must use professional judgment in interpreting them and act consistently.

The Principles

PRINCIPLE 1: ALWAYS PUT THE PATIENT FIRST

APPLICATION 1.1 Treat those in your care with respect and dignity

APPLICATION 1.2 Maintain and protect confidential information

APPLICATION 1.3 Obtain Patient Consent

APPLICATION 1.4 Serve and benefit the patient and society's best interests

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PRINCIPLE 2: PROVIDE SAFE AND QUALITY SERVICE

APPLICATION 2.1 Provide safe, effective and quality care

APPLICATION 2.2 Manage Risk

PRINCIPLE 3: ACT WITH PROFESSIONALISM AND INTEGRITY AT ALL TIMES

APPLICATION 3.1 Act with honesty and Integrity at all times

APPLICATION 3.2 Maintain Professional boundaries

APPLICATION 3.3 Use social networking and electronic communication appropriately

APPLICATION 3.4 Be open and honest in relation to legal or disciplinary proceedings

PRINCIPLE 4: COMMUNICATE EFFECTIVELY AND COLLABORATE WITH COLLEAGUES

APPLICATION 4.1 Communicate effectively

APPLICATION 4.2 Establish effective partnerships with patients

APPLICATION 4.3 Work collaboratively with colleagues

APPLICATION 4.4 Supervise and delegate effectively

PRINCIPLE 5: MAINTAIN KNOWLEDGE SKILLS AND COMPETENCE

APPLICATION 5.1 Maintain and develop professional knowledge, skills and competence

PRINCIPLE 1: ALWAYS PUT THE PATIENT FIRST

Application 1.1 Treat those in your care with respect and dignity

1.1.1	Always consider, and act in, the best interests of the patient.
1.1.2	Respect and value the autonomy and dignity of patients.
1.1.3	Practice patient-centered care acting with integrity and treat patients with sensitivity, caring, consideration and respect.
1.1.4	Respect the patient's right to choose a pharmacy and/or pharmacy professional and facilitate the patient's wish to change or transfer pharmacy care and services as requested.
1.1.5	Listen to patients to seek understanding of their needs, values and desired health goals and respect their right to be an active decision-maker in their healthcare.
1.1.6	Utilize knowledge, skills and judgment to actively make decisions that provide patient-centered care and optimize health outcomes for patients.
1.1.7	Act in a way that does not unfairly discriminate against any person.
1.1.8	Respect diversity in the cultural differences, beliefs and value-systems of others and always act with sensitivity and understanding.
1.1.9	Provide fair and equitable access to quality pharmacy services regardless of socio-economic status, culture, disease state, or any other related factors that might unfairly bias patient care.
1.1.10	Make arrangements in practice so that the care of patients will not be jeopardized when exercising conscientious objection.

Application 1.2 Maintain and protect confidential information

1.2.1	Respect the patient's right to privacy and do not disclose confidential information without the consent of the patient unless authorized by law or by the need to protect the welfare of the patient or the public
1.2.2	Maintain systems and procedures in creating, storing, accessing, transferring and disposing of records, which ensure security of information and take reasonable steps to prevent unauthorized access.
1.2.3	Ensure that all who are authorized to have access to confidential patient information know about, understand, and maintain its confidential nature.

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Application 1.3 Obtain patient consent

1.3.1	Obtain and record, where it is appropriate to do so, patient consent before providing a professional service.
1.3.2	Respect the right of a competent minor to provide informed consent and make decisions about their healthcare.
1.3.3	Recognize and respect the right of a legally authorized substitute decision-maker to make decisions on the incompetent patient's behalf.
1.3.4	Recognize the known wishes/intentions of a patient who is not competent where those wishes/intentions, through a personal directive, were expressed before the person became incompetent

Application 1.4 Serve and benefit the patient and society's best interest

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| 1.4.1 | Participate as appropriate and viable in public education programs that promote health and wellness and disease prevention. |
| 1.4.2 | Strive to conduct, participate in or promote appropriate research practices that advance pharmacy knowledge and practice. |
| 1.4.3 | Challenge the judgment of colleagues or other healthcare professionals there is good reason to believe that their decisions or actions could adversely affect patient care or safety. |
| 1.4.4 | Provide patient care within professional competencies and expertise, in emergency situations, including pandemics and other public health emergencies. |



PRINCIPLE 2: PROVIDE SAFE AND QUALITY SERVICE

Application 2.1 Provide safe, effective and quality care

2.1.1	Effectively control and manage the sale or supply of medications, paying particular attention to those with a potential for abuse and dependency.
2.1.2	Exercise diligence in identifying and responding to red flag situations that present in practice.
2.1.3	Raise concerns at an appropriate level when workload or working conditions compromise patient care or public safety.
2.1.4	Ensure that all relevant patient information is provided in a timely manner when transferring patient care from one provider to another.
2.1.5	Provide only medications and health-related products that are from safe and proven sources, of good quality, and meet the standards required by law.

Application 2.2 Manage risk

2.2.1	Undertake a regular risk assessment in relation to professional practice and associated procedures.
2.2.2	Where any risk, issue or problem is identified in practice, take prompt action to resolve such risk, issue or problem and prevent future occurrences.
2.2.3	Keep abreast of medication safety alerts and other publications to ensure the safety and quality of pharmacy services.
2.2.4	Act with honesty and transparency if harm does occur and assume responsibility for disclosing this harm to the patient and initiating steps to mitigate harm.

PRINCIPLE 3: ACT WITH PROFESSIONALISM AND INTEGRITY AT ALL TIMES

Application 3.1 Act with honesty and integrity at all times

3.1.1	Recognize that self-regulation of the profession is a privilege.
3.1.2	Adhere to acceptable standards of personal and professional conduct at all times.
3.1.3	Maintain public trust and confidence by acting with honesty and integrity when dealing with others.
3.1.4	Strive to facilitate positive change in healthcare policy review and development as it applies to the practice of pharmacy.
3.1.5	Report professional incompetence or unethical behavior by colleagues or other healthcare professionals to the appropriate regulatory authority.

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Application 3.2 Maintain professional boundaries

3.2.1	Ensure that the professional/patient relationship or professional working relationships are not exploited for any personal, physical, emotional, financial, social or sexual gain.
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Application 3.3 Use Social networking and electronic communication appropriately

3.3.1	Ensure appropriate and responsible use of social networking sites and other forms of electronic communication.
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Application 3.4 Be open and honest in relation to legal and disciplinary proceedings.

3.4.1	Co-operate with any investigation into the fitness to practice of either yourself or another healthcare professional.
3.4.2	Co-operate in any inspection, assessment, review or audit conducted by the College or any other authorized person or organization.
3.4.3	Abide by any undertakings and/or any restrictions placed on your practice.

PRINCIPLE 4: COMMUNICATE EFFECTIVELY AND COLLABORATE WITH COLLEAGUES

Application 4.1 Communicate effectively

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| 4.1.1 | Provide information that the patient needs about their treatment and care, in a way that they can understand, be engaged and supported to use their medications safely and effectively. |
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Application 4.2 Establish effective partnerships with patients

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| 4.2.1 | Encourage and seek to empower patients to be knowledgeable about their medications. |
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Application 4.3 Work collaboratively with colleagues

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| 4.3.1 | Treat colleagues in a professional manner at all times. |
| 4.3.2 | Work cooperatively with colleagues and other healthcare professionals. |
| 4.3.3 | Refer patients to other health care professionals or healthcare resources when appropriate. |
| 4.3.4 | Contribute to the development of the profession by participating in the education and mentoring of pharmacy students and interns, pharmacists and pharmacy technicians. |

Application 4.4 Supervise and delegate effectively

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| 4.4.1 | Assign tasks to individuals who are competent and trained to do them. |
| 4.4.2 | Take all reasonable steps to ensure that those persons you employ, or supervise, comply with all legal and professional requirements and best practice guidance. |

PRINCIPLE 5: MAINTAIN KNOWLEDGE, SKILLS AND COMPETENCE

Application 5.1 Maintain and develop professional knowledge, skills and competence

5.1.1	Practice only when competent and fit to do so.
5.1.2	Practice only within your scope of practice, recognize your limitations and when necessary, refer the patient to a colleague or other healthcare professional.
5.1.3	Keep your knowledge and skills up to date, evidence-based and relevant to your scope of practice.
5.1.4	Apply your knowledge and experience appropriately to your scope of practice.



Appendix A. Framework for Ethical Decision Making

Recognize an Ethical Issue

1. Could this decision or situation be damaging to someone or to some group? Does this decision involve a choice between a good and bad alternative, or perhaps between two "goods" or between two "bads"?
2. Is this issue about more than what is legal or what is most efficient? If so, how?

Get the Facts

3. What are the relevant facts of the case? What facts are not known? Can I learn more about the situation? Do I know enough to make a decision?
4. What individuals and groups have an important stake in the outcome? Are some concerns more important? Why?
5. What are the options for acting? Have all the relevant persons and groups been consulted? Have I identified creative options?

Evaluate Alternative Actions

6. Evaluate the options by asking the following questions:
 - Which option will produce the most good and do the least harm? (The Utilitarian Approach)
 - Which option best respects the rights of all who have a stake? (The Rights Approach)
 - Which option treats people equally or proportionately? (The Justice Approach)
 - Which option best serves the community as a whole, not just some members? (The Common Good Approach)
 - Which option leads me to act as the sort of person I want to be? (The Virtue Approach)

Make a Decision and Test It

7. Considering all these approaches, which option best addresses the situation?
8. If I told someone I respect-or told a television audience-which option I have chosen, what would they say?

Act and Reflect on the Outcome

9. How can my decision be implemented with the greatest care and attention to the concerns of all stakeholders?
10. How did my decision turn out and what have I learned from this specific situation?