

# THE KEY PILLARS

Focusing on patient-centred care, industry collaboration, and innovation, the Code ensures patients, healthcare professionals, organisations, and industry all benefit from a shared commitment to ethical excellence.

## Leadership & Accountability

- **Principle:** Ethical leadership and transparency of communications at all levels, ensures that the code is followed across all healthcare environments.<sup>4,5</sup>
- **Why It Matters:** Strong and transparent leadership creates a culture where ethical practices are the norm.<sup>1,2,5</sup>
- **For Healthcare Organisations:** This drives organisations to set an example of ethical behaviour, inspiring confidence in patients and teams.<sup>1,3</sup>

## Teamwork & Respect

- **Principle:** A culture of respect and collaboration enhances healthcare delivery and innovation.<sup>3,4</sup>
- **Why It Matters:** Teamwork and equitability drive success and ensures that patients benefit from collective expertise.<sup>1,3</sup>
- **For HCPs & Industry:** Encourages multidisciplinary knowledge, sharing and unbiased cooperation, leading to more efficient and effective patient care.<sup>4,5</sup>

## Patient First

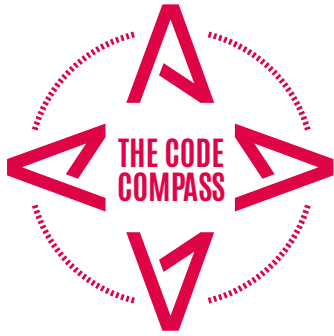
- **Principle:** Every decision and action must prioritise the safety, dignity, and well-being of the patient.<sup>2</sup>
- **Why It Matters:** Patient trust and better health outcomes depend on putting patient needs above all else.<sup>5</sup>
- **For Healthcare Professionals (HCPs):** This guides HCPs to always advocate for the best patient care, promoting clear communication and transparency.<sup>1,3</sup>

## Innovation with Ethics

- **Principle:** Embrace change, drive innovation, and implement advancements responsibly, through documented evidence.<sup>2,3</sup>
- **Why It Matters:** Ethical innovation allows new technologies and treatments to be developed “under contract”, maintaining a consistency in safety and compliance.<sup>1,3</sup>
- **For HCPs & Industry:** This pillar ensures that innovation is always aligned with stakeholder needs, reducing risks while enhancing care.<sup>1,5</sup>

## Integrity in Action

- **Principle:** Healthcare professionals and organisations must act with honesty, responsibility, and independence.<sup>4</sup>
- **Why It Matters:** Integrity fosters trust, both within healthcare teams and with patients and the public.<sup>5</sup>
- **For HCPs & Industry:** Helps practitioners and partners maintain ethical standards of separation, particularly in challenging or ambiguous situations.<sup>1,4</sup>



# WHY THIS CODE MATTERS



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## For Healthcare Professionals (HCPs)

- **Clarity and Simplicity:** Provides a clear, easy-to-reference framework for daily decisions based on principles of separation, transparency, equitability and documentation.<sup>5</sup>
- **Empowerment:** Helps HCPs feel confident in their ethical responsibilities, promoting trust and professionalism.<sup>3,4</sup>
- **Improved Patient Care:** Guides healthcare providers to consistently act in patients' best interests, resulting in unbiased healthcare.<sup>1,3</sup>
- **Safe practice:** Helps protect healthcare providers professional integrity.<sup>2,5</sup>

## For Healthcare Organizations

- **Consistency:** Ensures a uniform standard for ethical behavior across the entire organisation.<sup>1,2</sup>
- **Enhanced Trust:** Promotes public trust and credibility, reinforcing a positive reputation.<sup>1,2</sup>
- **Risk Reduction:** Reduces the risk of unethical practices, safeguarding patient safety and organisational integrity.<sup>4,5</sup>

## For Industry Partners

- **Ethical Innovation:** Encourages transparent collaboration that foster innovation while adhering to ethical standards.<sup>1,4</sup>
- **Aligned Goals:** Ensures that industry collaborations contribute to patient welfare and organisational excellence.<sup>3,5</sup>

## Motivation for Adherence

For healthcare professionals, adherence awareness and adoption of to the code supports them to protect their professional integrity and reputation. It empowers them to act and make decisions that improve patient outcomes and foster innovation in their field.

The code is more than a set of principles - it's a compass that provides direction in navigating complex ethical landscapes, ensuring that patient well-being remains at the center of care delivery.<sup>2,5</sup>

The Code Compass helps healthcare practitioners and organisations uphold the highest standards of ethical practice.

By focusing on principles like patient-centred care, collaboration, and innovation, the code ensures that every stakeholder - patients, healthcare professionals, organisations, and industry - benefits from a shared commitment to ethical excellence.<sup>4,5</sup>

### References

1. ABHI Code of Business Practice (July 2019)
2. NHS Standards of Business Conduct Policy
3. NHS Standards of Business Conduct (May 2024)
4. MedTech Europe Code of Ethical Business Practice
5. The Nolan Principles of Public Life