



## **BSE Code of Professional Conduct**

Where a Member is also a member of another healthcare profession he/she must comply with the Code of Conduct relating to that other profession. In case of any conflict between this Code and that Code, the more onerous provision shall prevail.

1 A Member shall at all times exercise their professional skill and judgement to the best of their ability, with integrity and with full regard to the public interest and patient safety.

2 A Member shall not be party to any act or default likely to bring discredit to the Society, to Echocardiography or to healthcare professions generally.

3 A Member shall not engage in any activity inconsistent with the responsibilities attached to their own appointment, position or actions as an Echocardiographer.

4 A Member shall at all times take care to ensure that their actions do not result in any avoidable danger of injury or death to any person. This includes being familiar with those regulations that apply to the safe operation of the scanning instruments employed.

5 A Member (whether or not formally Accredited) shall endeavour to maintain and develop their professional competence in Echocardiography and shall encourage persons working under their supervision to do so.

6 A Member shall not undertake any responsibility as an Echocardiographer in which they are not trained and competent to discharge.

7 A Member shall accept personal responsibility for all work performed personally, or under their supervision or direction, and shall take reasonable steps to ensure that persons working under their authority are competent to perform the tasks assigned to them and they accept responsibility for work done under authority delegated to them.

8 A Member who is called upon to give an opinion in a professional capacity shall, to the best of their ability, give an opinion that is objective and reliable.

9 A Member shall not recklessly or maliciously injure, or attempt to injure, whether directly or indirectly, the professional reputation of another Member or any other healthcare professional.

10 A Member acting as an independent practitioner may only advertise their services, whether directly or through an agent, in a truthful and dignified manner which does not draw comparisons with other identifiable Echocardiographers and does not cause offence or annoyance to members of the public. Otherwise, they shall not advertise or solicit clinical referrals, nor shall they pay any person, by commission or otherwise, for procuring such referrals.

11 A Member who is privy to confidential information (including information about health) concerning any patient must treat that information as confidential to the patient, and (unless



otherwise compelled by law) disclose it only to fellow healthcare professionals who are concerned in the treatment of that patient.

12 A Member, when seeking (Re) Accreditation shall adhere to the rules and regulations relating to the (Re) Accreditation process. It should be noted that the benchmark sanction for cheating in the Accreditation process is suspension from membership for 5 years.

The Code of Conduct will be kept under review, and revisions to the above guidelines will be made in the light of continuing experience and circulated to Members.