



Code of Conduct

MeduProf-S

Eindhoven, 26 januari 2012

The Code of Conduct draws on our shared values.

Who we are

MeduProf-S stands for "Sustainable Medical Education for Professionals"

Our values

- People who demonstrate integrity, respect and teaming.
- People with energy, enthusiasm and the courage to lead.
- People who build relationships based on doing the right thing.

To the people working for MeduProf-S

Every day each one of us is faced with challenging and difficult choices. It is simply a part of living and working in a demanding and complex business environment.

The integrity and professionalism we bring to these challenges, working across our organization, define the reputation of MeduProf-S.

Our Code of Conduct provides a clear set of standards for our business conduct. It presents each of us with an ethical and behavioural framework to guide our response to the challenging and sometimes difficult choices we face. It also reflects the commitments outlined in our values.

Whenever we encounter an ethical issue, each of us has the responsibility to respond in a manner that reflects our values in action. Full compliance with the Code of Conduct is essential and I ask each of you to make a personal commitment to abide by it.

By living up to the commitments contained in the Code, we send a clear message to those we work with about the strength of our commitment to ethical behaviour and the delivery of "quality in everything we do". In this way we protect and enhance the reputation of MeduProf-S, and meet the expectations of our people, clients and communities.

Willem van Prooijen
Managing Director
MeduProf-S

MeduProf-S Code of Conduct

The MeduProf-S Code of Conduct provides the ethical framework on which we base our decisions — as individuals and as members of our organization. The Code is anchored in our values and beliefs, and underpins all that we do.

Our Code of Conduct is organized into five categories containing guiding principles that should be used by everyone within MeduProf-S when working within the organization or with our partners (and working with MeduProf-S as partners), to guide our behaviour across all areas of our activities:

1. Working with one another
2. Working with clients and others
3. Acting with professional integrity
4. Maintaining our objectivity and independence
5. Respecting intellectual capital

We expect everyone who works at or on behalf of MeduProf-S to behave in accordance with the principles contained in the Code of Conduct. If you do not understand the principles contained within the Code, or are not sure how to apply them, you should consult with an appropriately-qualified colleague to get your questions answered.

Our Commitment

The Code of Conduct applies to everyone at MeduProf-S, regardless of their individual role, position or practice.

- We promote and support the Code of Conduct in our day-to-day business activities, through both personal leadership and business practice.
- Each of us is expected to behave according to the principles contained in the Code of Conduct. We encourage consultation and the seeking of advice, as appropriate, from the resources available to assist in application of the Code.
- We understand that deviations from or violations of the Code of Conduct are unacceptable and that we should feel able to raise them, without fear of retaliation, to an appropriate colleague or to the relevant trustee. MeduProf-S does not permit discrimination or retaliation of any kind nor reports of illegal or unethical behaviour.
- We acknowledge that breaches of the Code of Conduct may result in our practices taking disciplinary action, up to and including termination of employment.
- We affirm in writing our understanding of the principles contained in the Code of Conduct and our commitment to abide by them.

1. Working with one another

- We build relationships with each other based on a shared trust and confidence that each of us has a personal and professional commitment to do the right thing.
- We are committed to communicating openly and honestly.
- We are committed to working in diverse teams and are personally accountable to other team members for the contribution we make.
- We share what we learn in projects and other professional activities like conferences and training.
- We rely upon each other to deliver quality service to our clients and for our individual development.
- We nurture integrity, respect and teaming.
- We consult with each other and value the perspectives of those who are different from us, as well as those who challenge our own point of view.
- We embrace multicultural experience and diversity as strengths of our organization. As such, we respect one another and strive for an inclusive environment free from discrimination, intimidation and harassment.
- We encourage and support the professional development of our colleagues and promote individual achievement and continuous learning.
- We expect and deliver feedback regularly, candidly and constructively, and positively recognize success.

2 a. Working with clients and others

No client or external relationship is more important than the ethics, integrity and reputation of MeduProf-S.

Working with clients ...

- We commit ourselves, as professionals, to uphold the trust placed in us by others.
- We are committed to delivering quality services that reflect our professional capabilities and are appropriate to the specific issues and needs of our clients.
- We are robust and courageous in our challenge to clients and are not afraid to deliver unwelcome information to them.
- We support our people and will withdraw from working for any clients that put our people under undue pressure or threaten them in exercising their professional duties.

Working with regulators ...

- We uphold the professional standards and rules applicable to us, and actively work with the regulators who oversee our professional conduct to ensure that these rules and standards meet the continuously changing needs of the market.

Working with others ...

- We reject unethical or illegal business practices in all circumstances.
- We avoid working with clients and others whose standards are incompatible with our Code of Conduct.
- We avoid working with clients and others who do not condemn exploitative child labour, any work done by children that is hazardous, prevents them from getting an education, or is harmful to their health or to their physical, mental, or social development.
- We coordinate, as appropriate, with other members of our profession in matters of public interest.
- We recognize our responsibility as an organization in playing an active and positive role in supporting a successful and sustainable society.

2 b. Rules for working abroad

- Except during execution of a course, teachers should not communicate with course participants or local partners/ clients without the approval of MeduProf-S
- MeduProf-S is positive about publications concerning our projects. However, MeduProf-S has the obligation towards our partners of absolute confidentiality regarding the content of projects. Hence, no information in connection with projects should be published without written approval of our partners. To prevent legal problems, teachers are not allowed to do the following, both inside or outside their organisation, without written permission of MeduProf-S:
 - give presentations
 - supply information - in whatever form - about the content of a project
 - give interviews
 - mention the name of partners in the project
 - publicise negative associations or opinions about our partners and / or about MeduProf-S
- When written approval is given to a teacher to publish information about a project or give a presentation to an audience outside our organisation, it must be presented in this manner:
.....employee of, on behalf of and with approval of MeduProf-S, I hereby present...
- To prevent setting a precedent teachers are not allowed to give any presents or other goods to course participants or accept from course participants without permission from MeduProf-S

3. Acting with professional integrity

Our professional integrity ...

- We comply with laws, regulations and standards that apply to us in our professional conduct.
- We uphold the MeduProf-S name. We do not misrepresent the position that MeduProf-S takes in professional and other matters.
- We promote a culture of consultation. We address questions of ethics and consult appropriately to help resolve them. We do not hide from or ignore issues.
- We provide a trustee to deal with sensitive ethical issues.
- We understand and comply with MeduProf-S policies and procedures.

Our competitive approach ...

- We recognize that our competitive advantage is achieved through the excellence of our professional advice and the quality of our service delivery.
- We compete energetically and vigorously, and recognize the need to be honest in our competitive behaviour.
- We do not offer personal inducement to secure work.

Documenting our work ...

- We properly document our client engagements and business operations in accordance with MeduProf-S policies and relevant legal and professional requirements.
- We never destroy or alter documents, or recommend their destruction or alteration, for any illegal or improper reason.

Our fees ...

- We charge appropriate fees for our services in accordance with our engagement terms and our professional rules.

4. Maintaining our objectivity and independence

Our objectivity ...

- We maintain and affirm our objectivity and independence, recognizing that these are critical to our professional responsibilities.
- We employ professional scepticism.
- We reject inappropriate pressure from clients or others.
- We are alert for personal and professional conflicts of interest and take immediate and appropriate steps to resolve or manage any that may arise.
- We do not accept payments or items of value if this could reasonably be viewed as influencing our conclusions or advice.

Our independence ...

- We comply with MeduProf-S's independence rules, including the restrictions applicable to our families. We understand that these may sometimes be more rigorous than applicable professional and legal requirements.
- We avoid relationships that impair — or may appear to impair — our objectivity and independence.
- We continuously monitor our independence.

5. Respecting intellectual capital

- We respect and protect confidential information obtained from, or relating to, our clients or third parties, as well as personal information about our people, in accordance with local law and professional standards.
- We take proactive measures to safeguard our documents, computers and other data devices that contain personal or confidential information.
- We do not use confidential information for personal gain.
- We obtain, develop and protect intellectual property in an appropriate manner. We respect the restrictions on its use and reproduction.
- We use and share internal and external knowledge in accordance with MeduProf-S policies and our legal and professional obligations.
- We acknowledge that each of us is responsible for keeping our professional knowledge up-to-date and for sharing best practices.

Where to find support

In developing this Code of Conduct, the management team of MeduProf-S recognizes that no code can cover every eventuality — and that from time to time we may require the advice and support of others in addressing some of the situations that arise during the normal course of daily business life.

We have promoted a consultative culture at MeduProf-S. In addition to established internal relationships, we have appointed a trustee that is available for consultation and advice, to help each of us live up to our commitments under the Code.

Putting it into action

This Code of Conduct gives everyone at MeduProf-S an ethical framework to help make the right decisions. The principles contained in the Code provide us with a clear set of standards, grounded in our values, on which to base our behaviour across all areas of our professional activity.

How do we put the Code into action? How can each of us make sure that we are living up to our commitments under the Code?

If you are unsure of the right course of action, or are faced with a difficult issue, asking yourself the following questions may help you determine the appropriate way to act:

1. Have I consulted appropriately with colleagues?
2. Are my actions legal and in compliance with the standards of our profession?
3. Am I compromising my integrity or the integrity of MeduProf-S or our clients?
4. Am I upholding the values of MeduProf-S?
5. Am I treating others the way I expect others to treat me?
6. Is my choice of action the most ethical among the possible alternatives? Do I feel good about my choice?
7. If I document my decision, would a reviewer agree with the action I have taken?
8. Would my actions damage the reputation of MeduProf-S?

