



**MAJLIS PROFESION  
KESIHATAN BERSEKUTU  
NEGARA BRUNEI DARUSSALAM**

ALLIED HEALTH PROFESSIONS COUNCIL  
OF BRUNEI DARUSSALAM

**CODE OF CONDUCT  
AND ETHICS**

**FOR ALLIED HEALTH PROFESSIONALS**

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## **FOREWORD**

Dear Registrants,

The Allied Health Professions Council of Brunei Darussalam Code of Conduct and Ethics is aimed to set forth standards that are applicable to all Allied Health Professionals practising in Brunei Darussalam.

The Code of Conduct and Ethics not only serves to protect the best interest of patients and public, but it is also to protect, the Allied Health Professionals. By outlining the professional values, qualities, conduct and behaviour, Allied Health Professionals are obliged to act professionally and ethically, to ensure good quality healthcare are given to the public.

One of the strategic themes highlighted in Ministry of Health's Vision 2035 'Together Towards a Healthy Nation', is providing comprehensive healthcare system that emphasises service excellence. Undeniably, Allied Health Professionals play a very important role in providing a holistic approach towards patients' wellbeing, working alongside doctors, nurses and other healthcare practitioners. As the nation ages and people live longer, the quality of life has become a very prominent factor in deciding the status of healthcare of a nation. Health-related Quality of Life concepts has gained its popularity and public is now increasingly paying more attention towards the provisions of standards of healthcare. Quite rightly, the scrutiny to which institutions are subjected is increasing and so is the expectation on standards of care provided by Allied Health Professionals.

Allied Health Professionals are expected to conduct their practice with the highest ethical values and with strict adherence to all applicable laws and regulations. With effective policies and regulation in place, these would help to ensure the quality of care or service provided is safe and effective.

This Code of Conduct and Ethics gives a clear framework within which to act accordingly. Applying good judgement and guided by professional values and qualities that underpins them, Allied Health Professionals can play a part in upholding their reputation. As such the Code of Conduct and Ethics complements the Standards of Practice. It is hoped that Allied Health Professionals will use this Code of Conduct and Ethics as a framework and reference guide in all situations.

Together Towards a Healthy Nation

**Allied Health Professions Council of Brunei Darussalam**  
**Ministry of Health**  
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## **I. INTRODUCTION**

Allied Health Professionals provide a wide range of services to the public in both the medical and health sectors with a duty to promote the health and safety of the clients at all times.

The Code of Conduct and Ethics is developed to set the standards of conduct and behaviour expected of registered allied health professionals, as part of its mandate to protect and act in the best interest of clients and public. It is a set of ethical values for the professional relationships and conduct with respects to clients and amongst the various healthcare professionals.

The Code of Conduct and Ethics should be fully understood and applied at all times in any situations. It is important that you read and understand this document. This Code complements the Standards of Practice for Allied Health Professionals, and it will also serve as a standard reference to informed decisions and actions regarding concerns raised about your practice.

## **2. THE PURPOSE OF THE CODE**

The Code of Conduct and Ethics describes what is expected of all registered Allied Health Professionals to practice their professions in Brunei Darussalam. It sets out the principles that illustrate good allied health practice and standards of professional conduct and ethics expected of Allied Health Professionals by their professional peers, clients and the public.

The application of this Code will vary in accordance to the types of allied health professions and their circumstances. It serves as a guide to develop professional judgement and incorporating it into good practice.

It is intended that this Code be used to:

- a) Provide a framework to guide in professional judgement or decision making.

- b) Equip Allied Health Professionals with moral values and discipline to provide good allied health practice.
- c) Protect the clients and public by meeting and setting standards of their practices.

### **3. PROFESSIONAL VALUES AND QUALITIES OF ALLIED HEALTH PROFESSIONALS**

Allied Health Professionals have a duty to ensure safe and effective practice. There are certain professional values and qualities that act as guiding principles in their practice. In client-centred or service-centred care, Allied Health Professionals will need to incorporate their knowledge, skills and competence and display professional qualities such as integrity, compassionate, confidentiality and cultural awareness to ensure quality care or service that is safe and effective. These attributes play vital roles in the completeness of the Allied Health Professionals to not only ensure good judgement and practice but also in developing good professional-client relationship.

The Allied Health Professionals must build a professional reputation based on the above ethical values and qualities and to must be able to recognise that their professional conduct may affect their reputation and that of their profession. In addition to this, good and effective communication skill is essentially fundamental in exercising good allied health practice.

### **4. PROFESSIONAL CONDUCT AND BEHAVIOUR**

In fulfilling duties, Allied Health Professionals must observe standards of behaviour and practising the principles of ethical conduct. The following values and qualities are attributes of good practice.

#### **4.1 Respect Professional Boundaries**

It is important to promote good professional-client relationship to protect both the Allied Health Professionals and client. Mutual respect of professional boundaries would avoid risks of conflicts of interests;

- a) Maintain respect and professional boundaries.
- b) Respect client's privacy, dignity and maintain confidentiality.
- c) Respect client's rights and autonomy.
- d) Never use professional position as an advantage, to exploit and pursue own interests that would likely cause distress to clients.
- e) Act in the best interest of the client and public.
- f) Maintain clear, accurate and safe-keeping of client's records and information.
- g) Ensure information on services, interventions and outcomes are verified and based on justifiable evidences.
- h) Maintain honesty in providing reports, documentations and giving evidence.

#### **4.2 Working with Clients**

Professional-client relationship is based on respect, openness, trust and good effective communication;

- a) Be courteous, prompt, respectful, compassionate and honest.
- b) Whole approach in client management.
- c) Encourage and support client's needs to achieve desired wellness.
- d) Ensure clients are well informed of treatment plans, interventions, investigations and decisions.
- e) Attain agreement or consent from clients prior to implementing treatment plans, interventions or investigations.

### **4.3 Good and Effective Communication**

An important part of professional-client relationship is to practice good and effective communication with the clients and other healthcare professionals. This also to ensure sustainable improvements, coordinated efforts must exist across all levels of communication between professionals and client, and with team and organisation. There must be elements of shared understanding as well as shared goals and outcomes to be achieved. Good communication can enhance client care and delivery of service.

#### **4.3.1 The Client**

- a) Listen attentively to clients and ask the right questions as well as respect their views. Be empathic – trying to understand from their perspectives to find out what their needs are.
- b) Discuss with clients of their condition, management and potential benefits and risks.
- c) Communicate clear, sufficient and relevant information timely and accordingly.
- d) Encourage feedback and to respond accordingly.
- e) Ensure special communication needs are being met if required.

#### **4.3.2 The Healthcare Team**

- a) Listen to team, ask the right questions as well as respect their views and contributions.
- b) Communicate clear, sufficient and relevant information timely and accordingly.
- c) Encourage feedback to assist in continuous improvement in client management and teamwork.

### **4.3.3 The Healthcare System**

- a) Advocate use of appropriate modes, systems and technology of communication.
- b) Facilitate in the coordination of client care or service to ensure clear and relevant information is communicated to the client, carer and other healthcare discipline.

## **5. PROVIDING GOOD PRACTICE**

Client-centred care to service delivery and service development underpins the philosophy of good practice. It is essential to involve client, carer and other healthcare discipline in decision making regarding service delivery and development;

- a) Maintain high level of competence.
- b) Assess client's needs through systematic assessment, history taking and examination.
- c) Formulate and implement suitable management plan and options based on evidence and through discussions with client, carer and other healthcare disciplines.
- d) Consult and seek advises from colleagues or other healthcare disciplines, when appropriate.
- e) Ensure roles and responsibilities of provider, client, carer and other healthcare discipline are understood in the overall management plan.
- f) Conduct frequent audits to ensure standard is up to par.

## **6. WORKING WITH OTHER HEALTHCARE PROFESSIONALS**

Good and conducive work relationship with other healthcare professionals (Allied Health Professionals, Doctors and Nurses) helps in enhancing client care and service delivery.

- a) Practice good and effective communication.
- b) Ensure mutual respect and acknowledge contributions of healthcare professionals.
- c) Recognise the roles and responsibilities, experience, knowledge and skills of healthcare professionals.
- d) Advocate clear delineation and coordination of work or task in accordance to roles and responsibilities, experience, knowledge and skills.
- e) Understand being responsible for the overall management of care or service delivery and decisions to delegate even though not being accountable for the decisions and actions of delegate.
- f) Ensure informed consent and make available all relevant information relating to a case when referring to other colleagues or healthcare professionals.
- g) Report any concerns about malpractice or unprofessional conduct to senior professional and to follow up the report where appropriate.

## **7. WORKING IN THE HEALTHCARE SYSTEM**

Allied Health Professionals have a responsibility to contribute to the effectiveness of the healthcare system by maximising the use of available healthcare resources and technologies.

- a) Maximise smart use of healthcare information management systems.

- b) Support and uphold client's rights to gain access to all levels of allied health care services.
- c) Contribute knowledge, skills and experiences in enhancing allied health care delivery.
- d) Participate in systems of quality assurance and improvement including risk management.
- e) Participate in efforts to promote health, including health education, disease prevention and screening that is relevant to the allied health and that would benefit clients.

## **GLOSSARY**

**Client** – a person who is recipient of a professional service; a recipient of health care regardless of the state of health; a patient, an organisation or an institution.

**Compassionate** – feeling or showing compassion, sympathetic.

**Conduct** – is the way that a person behaves in a particular place or situation.

**Confidentiality** – a responsibility to respect, secure and protect the privacy of personal and sensitive information about their clients, subject to any legal requirement to the contrary.

**Ethics** – is the science of moral principles. In a professional context, ethics relates to moral behaviour in a professional capacity.

**Cultural awareness** - the ability to look outside of ourselves and be aware of the cultural values, and customs of the culture we are in. What may be normal and acceptable to us, may be unusual or unacceptable in another culture.

**Good and effective communication** – a client has the right to be listened to and to be given information in an appropriate manner.

**Integrity** – relates to the sense of confidence and belief that the service provided by the professionals is in the best interest of the client.

**Malpractice** – negligence or misconduct by a professional person and failure to meet the standard of care or conduct.

**Service delivery** – the mechanism of providing services.

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