
The Code of Ethics

Each staff member, volunteer or student is expected to apply the following principles in their conduct and actions during their employment with Northwood.

Towards residents, clients, family and visitors...

- Treat each person in a respectful and caring manner, mindful of individual differences and cultural and ethnic diversity
- Protect the confidentiality and integrity of all medical, professional and corporate information gathered in the course of our employment or other professional activities
- As a representative of Northwood, ensure that our personal, professional and business conduct reflects the core values of the organization and promotes the well-being of residents, clients, family and visitors
- Participate fully in the creation of an environment of support, safety and dignity for residents and clients by respecting the individual's right to privacy, choice and quality of life
- Commit with other members of the multi-disciplinary team to promote a holistic approach to the delivery of care
- Ensure residents and clients are treated with respect. We do not verbally, physically, emotionally or sexually harass residents or clients, seek favors or solicit advantages from resident, clients or families
- Seek to base our services on evidenced based and best practices through the integration of research findings into practice. We support the concept of a knowledge building organization

Towards other staff, students and volunteers...

- Demonstrate respect for other members of staff, volunteers and students by observing rules of fairness, acceptance and cooperation
- Observe codes of conduct that prohibit any form of sexual harassment or bullying of fellow staff, students and volunteers
- Demonstrate concern for other members of staff, volunteers and students by actively participating in the promotion of a healthy, safe and secure work environment
- Support other members of staff, students and volunteers by being a role model, respecting the role of others and assisting where appropriate, in teaching, mentoring and supporting personal development
- Respect and invite the diversity of others in their cultures, beliefs and actions
- Contribute to a multi-disciplinary approach to care by supporting teamwork, participation and by practicing within the limits of personal competence and assigned duties

Towards Northwood...

- Conduct personal, professional and organizational activities with honesty and integrity that reflect the core values of the organization and enhance the trust, respect and confidence of the public
- Promote the organization in a positive manner to the community
- Abide by and promote the laws of society and the rules and regulations of Northwood
- Ensure our position and authority is not used to cause undue stress to others, negatively impact the organization or for inappropriate personal or financial gain
- Allocate resources based on a process that identifies need and focuses on the client

Towards the Community...

- Foster and maintain positive relations with all organizations advancing our common interests and goals
- Be a good neighbor and corporate citizen

Towards the Health Care System...

- Provide a service that meets or exceeds the expectations of the health care system and supports the principals of community health
- Maintain our credibility by acting as responsible stewards of the resources entrusted to our use
- Seek to be informed of industry events, share information and talent
- Participate in partnerships and joint quality improvements projects contributing to a more effective system