



STANDARDS OF PRACTICE & CODE OF CONDUCT

Purpose: to raise the level of “professionalism and standards” in all our practices as well as how we work together as a team. Each practitioner is required to:

1. Be certified and regulated and/or registered in BC.
2. Carry full professional malpractice as well as commercial liability insurance (minimum \$1 million per claim) and show proof of this every year. Failure to do this before the annual expiry date of the policy will result in immediate suspension of clinic practicing privileges.
3. Be subject to both a sublease and College of Chiropractors of BC office share agreements.
4. Follow a high standard of personal and professional ethics. This includes excellent customer service, cleanliness (in personal space and common areas), punctuality, respect of privacy, courtesy, integrity and respect in regards to professional and inter-professional conduct.
5. Be responsible for procuring and “serving” their own clientele (including marketing, time management, booking appointments, correspondence etc.) except where agreed to share office staff (full-time practitioners only).
6. Be responsible for paying their equal share of any shared advertising or marketing in a timely manner.
7. Be responsible for fostering referrals where appropriate amongst and to other practitioners within the Centre and sharing with each other their ideal client to facilitate those referrals.
8. Be responsible for obtaining and maintaining their own professional and office supplies including telephone lines, stationary, photocopies, linens etc. (except where agreed to share by separate arrangement (full-time practitioners only).
9. Be responsible for making sure their office items are easily portable if they are office sharing so that the room is left empty / ready for the next practitioner to set-up / practice (including diplomas, artwork, decorative items, massage tables, chairs etc. where applicable). It is your responsibility to let the other practitioner(s) know if the room is not left in that condition when you arrive for your shift and to make it ready for yourself. The Office Manager or Dr. Rosenberg will not play referee or jump in to rescue you if you are not prepared! Please note that tape and thumb tacks may not be used on the walls – ensure proper picture hooks or small nails are used and artwork, diplomas and other wall hangings are properly framed to make it look professional and facilitate easier transport.
10. Attend and participate in mandatory practitioner-staff meetings as required
11. Complete a probationary period (for new practitioners) of a minimum of three (3) months. This period will allow the new practitioner an opportunity to prove themselves and show what they have to offer as well as allow the other practitioners to determine whether the new practitioner / modality is a good fit with the Centre®.

The Office Manager will be responsible for: liaising with all practitioners to resolve any issues or concerns that may arise (except those under item #9); collections; coordinating any on-going group advertising; improving inter-office communication; and addressing any concerns with the Centre® as a whole. They will take responsibility for the screening and hiring of new practitioners, as well as be responsible for termination of practitioners as required, with Dr. Stacey Rosenberg having the final say.

By signing this Code of Conduct, I agree to abide by the covenants contained within.

Signature President

Date

Signature Practitioner



OUR MISSION

"To create a warm, family-oriented healing environment in order to help our practice members maximize their health potential."

OUR GOALS

At Gibsons Chiropractic Health Centre, we are dedicated to educating you about your body, how it works, and empowering you to heal it. We believe in working with our practice members as partners, to learn from each other in our journey together to maximize health.

We understand the importance of your wellness. To achieve your wellness objectives, you have come to expect the highest levels of service and patient care. As a result, we continuously commit ourselves to meeting and exceeding your expectations, and to providing a positive and caring environment in our office. To us, providing a total health experience means dedicated and friendly staff, convenient hours and high quality care.

WE PROMISE

- We'll **Honour Your Goals**. We're here to help, whether you want relief or wellness.
- We'll **Respect Your Time** and make your visits efficient and effective.
- We'll **Protect Your Privacy** by keeping your personal information confidential.
- We'll **Answer Your Questions** and explain our findings.
- We'll **Offer Choices** and refer to other specialists as needed.
- We'll **Encourage Participation** and show you ways to get well faster.
- We'll offer **Clinical Excellence** with safe and natural care.
- We'll **Offer Hope** because anything is possible.