

**BRODY SCHOOL OF MEDICINE**  
**at**  
**EAST CAROLINA UNIVERSITY**  
**CODE OF CONDUCT**

The Brody School of Medicine at East Carolina University Code of Conduct provides the guiding standards for our decisions and actions as members of the School of Medicine community (faculty, staff, residents, students, trainees and contracted employees.) Although the Code can neither cover every situation in the daily conduct of our many varied activities nor substitute for common sense, individual judgment or personal integrity, it is the duty of each member of our community to adhere, without exception, to the principles set forth herein.

**1. The School of Medicine Shall Comply With All Laws.**

It is the duty of the School of Medicine and each member of the School of Medicine community to uphold all laws and regulations. All members of the community must be aware of the legal requirements and restrictions applicable to their respective positions and duties. The School of Medicine shall implement programs necessary to further such awareness and to monitor and promote compliance with such laws and regulations. Any questions about the legality or propriety of any actions undertaken by or on behalf of the School of Medicine should be referred immediately to one's supervisor, the Compliance Office or the Office of University Counsel.

**2. The School of Medicine Shall Conduct Its Affairs in Accordance with the Highest Ethical Standards.**

The School of Medicine, all of its employees, and other members of the School of Medicine community shall conduct all activities in accordance with the highest ethical standards of the community and their respective professions, at all times in a manner which shall uphold the School of Medicine's reputation and standing.

**3. All Community Members Shall Support the School of Medicine's Goals and Avoid Conflicts of Interest.**

The School of Medicine is a non-profit organization dedicated to the provision and development of health care, health profession education and health-related research. All members of the School of Medicine community must faithfully conduct their duties, in their assigned roles and tasks, for the purpose, benefit and interest of the School of Medicine and those that it serves.

All community members have a duty to avoid conflicts of interest with those of the School of Medicine and may not use their position and affiliation with the School of Medicine for personal benefit. Members must consider and avoid not only actual conflicts but also the appearance of conflicts of interest.

#### **4. The School of Medicine Shall Strive to Attain the Highest Standards for All Aspects of Patient Care.**

As leaders in health care, all members of the School of Medicine community must support the School of Medicine mission to provide health services of the highest quality that respond to the needs of our patients, their families and the community as a whole. The care provided must be reasonable and necessary to the care of each patient, appropriate to the situation, and properly qualified individuals must provide such care. All such care, and all patient records, must be properly documented as required by law and regulation, payer requirements and professional standards. The School of Medicine and all of its employees and other community members must protect the confidentiality of patient records.

#### **5. The School of Medicine Shall Provide Equal Opportunity and Respect the Dignity of all Members of the School of Medicine Community.**

The Brody School of Medicine is committed to providing equal educational and employment opportunities for all persons, without regard to race, color, national or ethnic origin, religion, gender, sexual orientation, disability or veteran's status. The School of Medicine is an affirmative action employer. The School of Medicine is committed to providing an academic, patient care and workplace environment, which emphasizes the dignity and respect of each individual in the community, and, as a result, sexual harassment and any other types of prohibited discrimination in any form or context will not be tolerated.

#### **6. The School of Medicine Shall Maintain the Highest Standards of Academic Integrity.**

The School of Medicine, its employees and other members of the School of Medicine community must uphold the highest moral and ethical standards in health profession education and health-related research. All members of the community must undertake their academic activities with honesty and integrity and avoid any such activities that would be detrimental to the reputation of the School of Medicine.

Members of the community must also uphold the highest ethical standards in research. Activities which interfere with the rights of the School of Medicine's patients, including their right to confidentiality, and activities such as plagiarism or falsification or fabrication of data or results are intolerable to the School of Medicine's goals and are strictly forbidden. Research must be conducted only with the applicable approvals required by the policies and procedures of the School of Medicine and in accordance with the requirements of granting agencies such as the National Institutes of Health.

**7. The School of Medicine Shall Maintain Proper and Accurate Records and a Relationship of Integrity with All Payer Sources.**

The School of Medicine and its community members shall create and keep records and documentation that conform to legal, professional and ethical standards. The School of Medicine and members of its community shall ensure that payment or reimbursement from government reimbursement sources such as Medicare and Medicaid and private payer sources is for such care as is reasonable, necessary and appropriate, is provided by properly qualified persons, and is billed in the correct amount with supporting documentation

**8. The School of Medicine and Members of the Community Shall Conduct all Business Practices with Honesty and Integrity.**

All business practices of the School of Medicine must be conducted with honesty and integrity and in a manner that upholds the School of Medicine's reputation with patients, payers, vendors, competitors and the academic community. All members of the School of Medicine community must:

- adhere to proper business practices and federal and state anti-fraud and referral prohibitions in dealing with vendors and referral sources;
- uphold all antitrust laws and regulations, and ensure that the School of Medicine does not violate laws and regulations with respect to prices or other sale terms or conditions, to improper sharing of competitive information, to the allocation of territories or the impermissible exclusion of others from economic activities; and
- maintain and protect the property and assets of the School of Medicine, including intellectual property and proprietary information, controlled substances and pharmaceuticals, equipment and supplies, and funds of the School of Medicine.

**9. The School of Medicine Shall Have Proper Regard for Safety Within and Without the Community.**

The School of Medicine and members of the community shall work together to ensure a workplace which conforms to all laws and regulations regarding occupational health and safety. The School of Medicine is committed to proper maintenance of the earth's environment, and all medical waste, hazardous waste and other products shall be used and disposed of in accordance with all applicable environmental laws and regulations.

## **10. The Code of Conduct Shall be Integral to the Operation of the School of Medicine and the Activities of the Community.**

The Code of Conduct exists for the benefit of the School of Medicine and all members of the School of Medicine community. It is a dynamic document that will grow over time through the contributions of all members. The Code must be a part of the daily activities of the School of Medicine and the community.

- The Code of Conduct is in addition to, and does not limit, specific policies and procedures of the School of Medicine, and community members must perform their duties in accordance with such policies and procedures.
- The Code of Conduct is a living document, and all members of the community are encouraged to suggest changes or additions to the Code.
- It is the duty of each member of the community to uphold the standards set forth in the Code of Conduct and to report violations by following the reporting procedures outlined by the School of Medicine as then in effect.
  - Officers, managers and supervisors of the School of Medicine have a special duty to adhere to the principles set forth in the Code of Conduct, to support other members of the community in their adherence to the Code, to recognize and detect violations of the Code, and to enforce the standards set forth herein.
- It shall be a violation of the Code of Conduct to take any action in reprisal against anyone who in good faith reports suspected violations of the Code of Conduct or other School of Medicine policies and procedures.
- Alleged violations of the Code of Conduct or other policies and procedures of the School of Medicine will be investigated by persons designated by, and pursuant to procedures established by, the Dean.
- Disciplinary action for violations of the Code of Conduct and other School of Medicine policies and procedures shall be enforced through the disciplinary policies and procedures of the School of Medicine in effect at the time of the violation. Disciplinary actions will be determined on a case-by-case basis and may include dismissal from employment. If the School of Medicine determines that a violation has included criminal violations of law or regulation, the School of Medicine will cooperate with law enforcement authorities in connection with the investigation and prosecution of the offender.