Certified Wound Care Market Specialist

CODE OF ETHICS

The purpose of the Code of Ethics of the “Certified Wound Care Market Specialist” (CWCMS™) is to serve as a standard of conduct for the CWCMS in their professional and business relationships. These relationships include patients or others served, colleagues, the community and society as a whole and those individuals or entities that purchase, lease, recommend, use, arrange for the purchase or lease of, or prescribe wound care products or services offered by the CWCMS™.

Failure to specify any particular responsibility or practice in this Code of Ethics should not be construed as denial of the existence of other responsibilities or practices. Recognizing that the ultimate responsibility for applying standards and ethics falls upon the individual, the Wound Care Education Institute establishes the following Code of Ethics to make clear its expectation of the “Certified Wound Care Market Specialist” (CWCMS™).

1. To Promote only those products or services which are in the Customer’s best interest – will not sell customers: something that is not necessary to improve their condition, something they can’t afford or something that does not perform up to the standards or indications set forth by the manufacturer.

2. Ensure that healthcare professionals and/or consumers are informed of the benefits, safety, contraindications, and side effects of each product sold to provide for informed, safe, and appropriate treatment choices.

3. Personally maintain the highest standards of ethical and professional conduct in all business and sales relationships with customers, suppliers, colleagues, competitors, governmental agencies, and the public.

4. Serve all customers equally with integrity and competence.

5. In a responsibility to the public, shall act in a manner that will “preserve the health and well-being of the public.” This shall be done by performing required duties conscientiously and impartially to the fullest extent of his/her moral and civic responsibility and qualification.

6. Represent products honestly and fairly.

7. Respond to Customer Inquiries with accurate, current, and complete information.

8. Will Not advertise services in a deceptive manner, nor misrepresent or besmirch competitor’s products and offerings.
9. Refrain from using unfair methods to solicit the customers of a competitor.

10. Only obtain competitive information through legal and ethical methods.

11. Only portray (his/her) competitors, and their products and services in a manner which is honest, truthful, and based on accurate information that can or has been substantiated.

12. Engage in business and selling practices which contribute to a positive relationship within the community and the wound care industry as a whole.

13. Avoid business practices that could be characterized as deceptive, corrupt, or unfair.

14. Respect and protect proprietary and confidential information of customers and employer.

15. Not engage in any activities that will either jeopardize or conflict with personal or business interests.

16. Shall not seek to influence sales or other business by illegal payments, bribes, kickbacks, or other questionable inducements for the purpose of obtaining or retaining business.

17. Continually keep abreast and increase personal knowledge of products, services, and standards of care in the wound care market.

18. Comply with applicable national, state and local laws and regulations governing the industry and respective business operations.

19. Communicate to the Wound Care Education Institute any facts regarding a CWCMS who has violated this Code of Ethics. Violation of any of these ethical codes may be grounds for suspension or loss of the CWCMS credential.

Adapted by the Wound Care Education Institute CWCMS™ Certification Committee ©2009