



AMERICAN CHIROPRACTIC ASSOCIATION



## AMERICAN CHIROPRACTIC COLLEGE OF RADIOLOGY

### CODE OF ETHICS

#### **PREFACE**

The healing professions are governed by laws which set certain standards of proficiency for all those who would undertake to prevent, cure, or alleviate disease and pain. The law provides that each shall have knowledge of the nature of disease, its origins, causative relations and methods of treatment based on this knowledge.

The inescapable fact that all specialties require intensive special training and discipline is especially notable in the preparation of a radiologist since he is, by training, a consultant to the profession in his field of diagnostic expertise. The radiologist has had a unique position in the chiropractic profession because of the primary place that the physical properties of x-ray have in the diagnosis of the origins of disease and disability.

The purpose of this code of ethics is to attempt to set down guidelines for the members of the College in the areas which are seen at this time to be in the realm in which such discretionary aid is needed.

Recommendations of the Code:

1. Diplomates and members of the American Chiropractic College of Radiology (Hereinafter called the COLLEGE) are subject to the rule, regulations, and ethic pronouncement of the American Chiropractic Association and the several state associations as well as the Council on Diagnostic Imaging of the American Chiropractic Association.
2. Professional conduct, particularly in the field of diagnostic radiology, shall be above reproach and always related to the greatest good for the patient as well as the advancement of professional knowledge. In consultations, the Radiologist shall have the duty to provide quick accurate service to the referring doctor and his first professional duty shall be to enhance the health services of the referring doctor by aiding his diagnosis and suggesting such aids to treatment as properly fall within the consultants field of expertise. The doctor-patient relationship of the patient to the primary physician must be scrupulously protected. In the event of a consultative opinion becoming involved in litigation, the consultant shall continue to make his contribution of his knowledge and professional support where practicable to aid the full measure of justice for the involved litigants. For this he has every right to expect to be properly remunerated for his time expended in the behalf of client, the primary physician.
3. Solicitation for the purpose of selling services whether they be for radiology consultation, for lectures, or the use of the designation "Radiologist" or "Member, American Chiropractic College of Radiologists" in an attempt to add validity to activities of questionable nature which may cause embarrassment or loss of professional stature to the COLLEGE shall be considered as demeaning to the specialty and to the COLLEGE. One may not set himself up as of greater proficiency than another without exceptional qualifications. Nothing in this section, shall, however be considered as preventing the development and/or personal limitation of practice to a sub-specialty within Radiology such as Cardio-respiratory, Gastroenterology, Spine, etc.
4. In order to extend the sphere of respect, recognition and integrity of the COLLEGE, the individual radiologist shall refrain from advertising which is fraudulent or deceptive, and misleading and should refrain from advertising which is sensation or flamboyant. Advertising or soliciting not in the public or professional interest shall include, but not be limited to, advertising that:
  - a. Represents intimidation or undue pressure.
  - b. Uses testimonials
  - c. Guarantees any service

- d. Statements or illustrations which are offensive or in bad taste so as to deprecate the professional image of the individual or COLLEGE
- e. Offers gratuitous services in connection with professional services, but this clause shall not be construed to relate to the negotiation of fees between professionals, patients or clients, or to prohibit the rendering of professional services for which no fee is charged.
- f. Makes claims of professional superiority which cannot be substantiated by the member, who shall have the burden of proof.
- g. Claims professional superiority or special professional abilities, attainments, methods or resources, except that as a specialist as certified by the American Chiropractic Board of Radiology.

The following shall be deemed appropriate means of informing the public and profession of the availability of professional services.

- a. Informational advertising not contrary to the foregoing prohibition.
- b. Advertising in a professional newspaper, periodical or directory of fixed prices, or a stated range of prices for specific routine diagnostic radiology services, provided such advertisement clearly states whether additional charges may be incurred for related services, which may be required in individual cases.

Nothing in this section shall be in conflict with state or local statutes which regulate advertising.

5. Professional activities related to the specialty of diagnostic radiology as practiced by the members of the COLLEGE shall be conducted with competence and probity. When a member of the COLLEGE has a contractual agreement with a clinic, hospital, or institution of higher learning, his responsibilities and loyalties shall be given to that institution and his whole energies and service to it shall be guided both by his "employer's" highest good and ethics of his specialty and this COLLEGE.

6. Research may and should be conducted by Radiologists. Research projects have greater validity in relation to the qualification of the man or men who are in charge of the planning and execution of these. The preferred method of organization would be under an accredited chiropractic college program. All research is properly the possession of the institution for whom it was performed as well as the men who performed it. Publication of the results and conclusions of research with editorial review of the report as the work pertains to Radiology shall be performed by a designated review committee of the COLLEGE which does not preclude accepting the editorial review of the sponsoring institution.

7. Gross breach of ethics and good practice shall make the individual subject to discipline by the COLLEGE, or its designated committee or board of review. After due consideration of the complaint(s) presented as well as the answer(s) by the accused, the decision shall be made known to the accused and any others who are intimately or legally related to the grievance. Penalties may be assessed which may include loss of privileges, suitable redress of grievance, or even loss of membership in the COLLEGE. Should such action (loss of membership privileges) be deemed necessary, the matter must be subject to review of the COLLEGE at the general convention of the COLLEGE and will coincide with a recommendation to the American Chiropractic Board of Radiology that the qualifications of this individual be reviewed to ascertain whether he is qualified in other respects to be continued as a Diplomate of the A.C.B.R.

8. A committee of three members, appointed by the President of the COLLEGE, shall hear such questions of breach of ethics and unprofessional conduct as may be submitted to it in writing. All complaints must be acted upon within ninety (90) days after they are received. The committee will transmit its findings and recommendations to the Executive Committee of the COLLEGE for their approval, at which time such findings and recommendations shall be considered as final.

APPROVED 1969, REVISED 1979, REVISED 1993