

## PROFESSIONAL CODE OF ETHICS<sup>1</sup>

### Preamble

Auditory-Verbal International, Inc. (AVI) is dedicated to the purpose of ensuring that all children with hearing impairment who have the potential to develop speech and language through the optimal use of amplified residual hearing<sup>2</sup> have the opportunity to do so. Establishing the highest standards of professional integrity based on accepted ethical principles and practice is vital to the fulfillment of this purpose.

This Professional Code of Ethics applies to those members who are responsible for the proper delivery of (re)habilitative services to such clients. The Professional Code of Ethics also seeks to protect persons served and to ensure the integrity of recognized auditory-verbal practices. Professional conduct of a member that is in violation of the spirit and purpose of this Code shall be considered unethical. Failure to specify any particular responsibility or practice in this Code should not be construed as denial of the existence of such responsibilities or practices. Professional members are hereinafter referred to as "individuals."

The fundamentals of ethical conduct are described by the Principles of Ethics and Rules of Ethics as they relate to responsibility to persons served, to the public, and to the professions engaged in the provision of auditory-verbal services. The Principles of Ethics, aspirational and inspirational in nature, form the underlying moral bases for the Professional Code of Ethics. Individuals shall observe these principles as affirmative obligations under all conditions of professional activity. Rules of Ethics are specific statements of minimally acceptable professional conduct or of prohibitions and are applicable to all individuals.

**PRINCIPLE I: Individuals shall agree with the purpose, philosophy and working principles of Auditory-Verbal International, Inc. Individuals shall honor their responsibility to make fully available to all children with hearing impairment those aspects of auditory-verbal practice that encourage habitual and maximal use of amplified residual hearing, and are known to have positive effects upon the human auditory system and the subsequent development of verbal communication.**

### *Rules*

- A. Individuals shall support programs for the early detection and identification of hearing impairment and the auditory management of infants, toddlers and children so identified.
- B. Individuals shall seek to provide the earliest possible use of the most appropriate technology in order that their clients obtain the maximum auditory benefits possible.
- C. Individuals shall seek to instruct primary caregivers in ways to provide optimal acoustic stimulation within meaningful contexts and support the development of the most favorable auditory learning environments for the acquisition of spoken language.
- D. Individuals shall seek to integrate listening into the child's total personality.
- E. Individuals shall support the view that communication is a social act and seek to improve verbal (spoken) interaction within the typical social dyad of infant/child and primary caregivers. Parents are viewed as the primary models for the development of a child's spoken

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<sup>2</sup> Amplified residual hearing is the auditory potential which can be accessed in the child with hearing impairment. For the purpose of this Code of Ethics, the term "amplified residual hearing" refers to any and all means: mechanical, electrical, or other, that can be employed to give meaning to sound.

language with the provision that one-to-one teaching is critical to communication development.

- F. Individuals shall work to ensure that the child's emerging speech will be self-monitored through audition to the greatest possible extent.
- G. Individuals shall use natural sequential patterns of auditory, perceptual, linguistic and cognitive stimulation to encourage the emergence of listening, speech and language abilities.
- H. Individuals shall make ongoing evaluation and prognosis of the development of listening skills an integral part of the (re)habilitative process.
- I. Individuals shall support mainstreaming/integration of children with hearing impairment into regular education classes with appropriate support services and to the fullest extent possible.

**PRINCIPLE II: Individuals shall honor their responsibility to hold paramount the welfare of persons served professionally.**

*Rules*

- A. Individuals shall maintain high standards of professional competence in rendering services, providing only those professional services for which they are qualified by education and experience.
- B. Individuals shall provide professional services with honesty and compassion and shall respect the dignity, worth, and rights of those served.
- C. Individuals shall use every resource, including referral when appropriate, to ensure that the highest quality service is provided.
- D. Individuals shall not discriminate in the delivery of professional services on the basis of race, sex, religion, national origin, or sexual orientation.
- E. Individuals shall provide accurate information about the nature and management of hearing impairment and about the services and products offered.
- F. Individuals shall evaluate the effectiveness of services rendered and of products dispensed and shall provide services or dispense products only when benefit can reasonably be expected.
- G. Individuals shall maintain adequate records of professional services rendered and products dispensed and shall allow access to these records when appropriately authorized.
- H. Individuals shall not reveal, without authorization, any professional or personal information about the person served professionally, unless required by law to do so.
- I. Individuals may make a statement of prognosis, but shall not guarantee results, mislead, or misinform families or person served.
- J. Individuals shall recognize the right of parents to select the type of (re)habilitative, communicative or educational system or program they wish for their child.
- K. Individuals shall charge only for services rendered. They shall not misrepresent, in any fashion, services rendered or products dispensed.

**PRINCIPLE III: Individuals shall honor their responsibility to achieve and maintain the highest level of professional competence.**

*Rules*

- A. Individuals engaging in any aspect of the professions shall perform within the scope of their competence, education, training and experience.
- B. Individuals shall maintain professional competence, including participation in continuing education.
- C. Individuals shall provide appropriate supervision and assume full responsibility for

services delegated to their staff.

- D. Individuals shall ensure that all equipment used in the provision of services is in proper working order and is properly calibrated.

**PRINCIPLE IV: Individuals shall honor their responsibilities to the public through providing information and education and the development of services for unmet needs<sup>3</sup>,**

*Rules*

- A. Individuals shall not misrepresent their credentials, competence, education, training or experience.
- B. Individuals shall not participate in professional activities that constitute a conflict of interest.
- C. Individuals shall not misrepresent diagnostic information, services rendered, or products dispensed or engage in any scheme or artifice to defraud in connection with obtaining payment or reimbursement for such services or products.
- D. Individuals' statements to the public shall provide accurate information about the nature and management of hearing disorders, about the professions, and about professional services.

**PRINCIPLE V: Individuals shall honor their responsibilities to their own professions, and maintain good relationships with, among others, AVI colleagues, members of allied professions, parents and students. Individuals shall uphold the dignity and autonomy of the professions, maintain harmonious interprofessional and intraprofessional relationships, and accept the professions' self-imposed standards.**

*Rules*

- A. Individuals shall honor their responsibilities to professional colleagues by sharing, through workshops and other professional activities, information, techniques and strategies which stimulate the development of residual hearing and verbal communication.
- B. Individuals shall inform colleagues and the public in a manner consistent with the highest professional standards about products and services they have developed.
- C. Individuals shall assign credit to those who have contributed to a publication, presentation, or product.
- D. Individuals shall not use professional or commercial affiliations in any way that would mislead or limit services to persons served professionally.
- E. Individuals shall provide professional services by exercising independent professional judgment, regardless of referral source or prescription.
- F. Individuals shall not violate these Principles and Rules, nor attempt to circumvent them.

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<sup>3</sup> For the purposes of The Code of Ethics, misrepresentation includes any untrue statements or statements that are likely to mislead. Misrepresentation also includes the failure to state any information that is material and that ought, in fairness, to be considered.