**ALTERNATIVE MEDICAL COUNCIL ORISSA**

*(An Autonomous Body for Research & Development of Alternative Medicine under Learning Programme)*

**(Council for Research and Development of Alternative Medical Science)**

**Affiliated with: -** **THE OPEN INTERNATIONAL UNIVERSITY FOR COMPLIMENTARY MEDICINES. Established Under WORLD HEALTH ORGANISATION, Alma Ata, U.S.S.R declaration 1962**

**CODE OF CONDUCT:**

**A. Duties of Practitioners In General:**

1. **A practitioner must always maintain the highest standards of professional conduct towards both the individual and society**

**2. A practitioner must not allow himself to be influenced merely by motives or profit.**

**3. The following practices are deemed unethical:**

**Self-advertisement except what is expressly authorized by the code of ethics.**

**Taking part in any plan of medical care in which the practitioner does not have professional independence.**

**Receiving any funds in connection with services rendered to a patient other than the acceptance of a proper professional fee or to any money in the same circumstances without the knowledge of the patient such as commissions, kickbacks and gifts.**

**4. Under no circumstances is a practitioner permitted to do anything that would weaken the physical or mental resistance of a human being except for strictly therapeutic or prophylactic indications imposed in the interest of the patient.**

**5. A practitioner is advised to use great caution in publishing discoveries. The same applies to methods of treatment whose value is not yet recognized by the profession at large.**

**6. When a practitioner is called upon to give evidence in court on a legal matter or issue a certificate, he should only state that which he can verify. No hearsay should by included.**

**B. Duties of the Practitioner to the patient:**

1. **A practitioner must always bear in mind the importance of preserving all life from the time of conception until death.**

**2. A practitioner owes to his patient complete loyalty and all the resources of his therapy. Whenever an examination or treatment is beyond his capacity he should summon another practitioner, who has the necessary ability, immediately.**

**3. A practitioner owes to his patient absolute secrecy on all events which have been confided to him or which he knows because of the confidence entrusted to him.**

**4. A practitioner must give the necessary treatment in an emergency unless he is assured that it can and will be given by another in due time.**

**5. Every patient has the right to expect a complete and thorough examination of his disorder and those accurate records will be kept.**

**6. A practitioner should unceasingly, in the interests of his patients improve his knowledge and skill continuously.**

**C. Duties of Practitioners to Each Other:**

1. **A practitioner ought to behave towards his colleagues to create mutual trust.**

**2. A practitioner must not entice patients from his colleagues.**

**3. A practitioner must observe all the principles and guidelines laid down by Alternative Medical Council Orissa.**

**D. The Practitioner and Commercial Undertakings:**

1. **A general ethical principle is that a practitioner should not associate himself with commerce in such a way as to let it influence, or appear to influence, his attitude towards the treatment of his patients.**

**2. Testimonials or laudatory certificates, whether for publication or not, of any appliance or apparatus or dressing or any medicinal preparation or any cosmetic or food should not be given by a practitioner.**

**3. Practitioners should not sanction the quotation of an extract from any publication or report for the purpose of the trade except with the authority of Alternative Medical Council Orissa.**

**E. Advertisement:**

1. **A practitioner should not attempt in any way to advertise himself except by the legitimate means of proficiency in his work and by skill and success in his practice**

**2. It is unethical for a practitioner to insert any advertisement in the public press or issue any card or circular relating to his profession or the clinical practice except in the following circumstances:**

**on commencing practice.**

**On changing his or her address.**

**On temporary absence from the practice.**

**On resumption of the practice.**

**On disposal of the practice.**

**On succeeding to another practice.**

**On entering or retiring from a partnership.**

**On discontinuance of a colleague in a group practice.**

**3. A medical journal advertisement must he simple and direct as possible. Every advertisement shall be 'run on', without spacing and without display. The type shall he that ordinarily used for articles. No more space shall he given to the advertisement than that required printing. Hours of consultation, address and telephone number may be inserted.**

**4. Letters of abbreviations indicating all other qualifications may be added. A statement of specialty may be included only if that specialty constitutes the practice of the healer for not less than five years.**

**5. It is unethical for any practitioner to permit his name to he used in any material relating to diseases or their treatment which is published in the public press or broadcast by radio or television. Approval may be given by Alternative Medical Council Orissa on application to waive this rule when departure from anonymity is in the public or professional interests.**

**6. No interview with a media reporter on subjects relating to diseases and their treatment should be given by a practitioner except:**

**That the name or the practitioner interviewed should not be published, nor his identity revealed in any report published of the interview, except with the approval of Alternative Medical Council Orissa.**

**That, if possible, a copy of the report proposed to be published be submitted for prior approval.**

**That the practitioner interviewed should not imply that he has superior ability over other practitioners.**

**7. Public Lectures or addresses to lay audiences may be given on professional subjects in order to promote Alternative Medicines.**

**8. No practitioner except with the approval in writing of Alternative Medical Council Orissa shall have his nameplate affixed elsewhere other than:**

**at his residence.**

**at premises where he attends regularly for the purposes of treating his patients**

**9. Nameplates shall he unostentatious in size and lettering and form, and may bear the name, qualification and practice hours. A statement of specialty may appear only if that specialty constitute the sole practice of the practitioner.**

**10. Practitioners may display the titles after conferment, in addition to their clinical qualifications.**

**F. Cancellation of Registration:**

1. **The practitioner's name may be removed from the Medical Register maintained by the Council by reasons of conviction of an indictable offence or infamous conduct in a professional respect.**

**2. Alternative Medical Council Orissa shall have power to withdraw registration of any practitioner on the ground that his conduct is deemed by the Council to be detrimental to the honor and or is calculated to bring the profession or the Council into disrepute, or on the grounds that the practitioner has willfully and persistently refused to comply with the Rules of the Council or the Articles or the By-laws of the Council.**

**3. An expelled practitioner shall, be liable to pay all sums due from him to the Council at the time of his expulsion.**

**4. No canvassing for membership of any professional Society is allowed. This rule must he strictly followed at congresses and symposia.**

**G. Procedures in Ethical Matters:**

**An ethics subcommittee may be appointed to investigate any questions of ethics which are brought to notice by the Chairman**

**H. Teaching Courses, Symposia, Congress:**

**Affiliated societies may make applications for recognition of their teaching curricula, symposia and congresses organized by them. The logo of the Council may only be used after obtaining written approval.**

**I. Legal Advise:**

**The Council may arrange for free legal advise for all its practitioners who desire or require such advise**

**Signature of Candidate:**

**Date:**