DURA MEDIC

CODE OF ETHICS

It is the responsibility of Company and its employees:

- To uphold the values, ethics, and mission of the Board of Directors.
- To conduct all personal and professional activities with honesty, integrity, respect, fairness and good faith in a manner that will reflect well on Company and the Board of Directors.
- To comply with all laws and regulations in the jurisdictions in which Company provides services or conducts professional activities.
- To maintain competency and proficiency in their professions.
- To respect professional confidences and protect confidential information.
- To refrain from participating in any activity that demeans the credibility and dignity of any professional peer, Company, or the Board of Directors.
- To know their duties and to perform them efficiently, effectively, safely, and correctly.
- To treat all clients, the public, and professional peers with dignity, respect, and courtesy.
- To provide services to meet the identified needs of patients and to seek to avoid providing services that are unnecessary.
- To support the client's right to choose his or her health care provider.
- To support the client's right to participate actively in his or her health care decision-making.
- To support the client's right to express concerns or lodge grievances related to the provision of health care services without fear of reprisal or discrimination.
- To treat the client in a professional, courteous, and respectful manner without regard to the client's age, race, gender, religion, national origin, linguistic preference, sexual preference, or physical or mental disability.
- Not to base care, treatment and services on a client's ability to pay, or discriminate among clients based on ability to pay.