

AMERICAN ACADEMY OF
FERTILITY *CARE* PROFESSIONALS
CODE OF ETHICS

Principles and Standards of
Professional Conduct

for the

Fertility *Care* Provider

The Code of Ethics of the American Academy of Natural Family Planning was officially adopted June 22, 1983 by the Board of Incorporators of the AANFP present:

K. DIANE DALY
SUSAN K. HILGERS
THOMAS W. HILGERS
SHIRLEY M. HOEFLER
DONALD KRAMER
PATRICIA A. MCLEAN
JUDITH C. PITTACK
ANN M. PREBIL
KATHLEEN A. RIVET
NANCY J. SPIELMAN

It received Ecclesiastical Approbation
from John L. May
Archbishop of St. Louis
May 19, 1989

In 2001, the American Academy of Natural Family Planning became the American Academy of Fertility*Care* Professionals, and the Code of Ethics was revised accordingly.

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Justin Rigali
Archbishop of St. Louis
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615 South New Ballas Road
St. Louis MO 63141

A member of the American Academy of Fertility*Care* Professionals, hereafter known as the Academy, accepts this Code of Ethics as the basis for the practice of the profession. Individually and collectively, the members of the Academy are responsible for promoting and maintaining the highest ethical and moral standards. Providers who fail to comply with the Principles and Standards listed within shall be denied membership in the Academy. There shall always be Standards of Professional Conduct to assist in the interpretation of the Code of Ethics. Although the Principles will never change, the Standards of Professional Conduct shall be monitored and, if necessary, revised by the Academy's Ethics Committee, subject to the approval of the Board of Directors. Members who are thought to violate the Code of Ethics shall be reported for consideration of change in membership status to the Board of Directors in accordance with due process as established in the Academy Bylaws.

PRINCIPLES OF THE CODE OF ETHICS

Principle 1

1.0 The *FertilityCare* professional shall respect the dignity and welfare of each individual with whom he/she is associated in the practice of the profession.

Principle 2

2.0 The *FertilityCare* professional shall display a respect for the value and dignity of human life from fertilization (conception) through natural death.

Principle 3

3.0 The *FertilityCare* professional shall comply with academy policies governing the practices of natural family planning, the Creighton model *FertilityCare* system, and NaProTechnology.

Principle 4

4.0 The *FertilityCare* professional shall accept responsibility for the exercise of professional judgment.

Principle 5

5.0 The *FertilityCare* professional's practice and adherence to the ethical principles of the academy shall take preference over conflicting employment or business practice.

Principle 6

6.0 The *FertilityCare* professional may seek reasonable, deserved, and fiscally sound remuneration for services.

Principle 7

7.0 The *FertilityCare* professional shall provide accurate information to the consumer about the profession and the services offered.

Principle 8

8.0 The *FertilityCare* professional's conduct in all affairs shall be such as to avoid discredit to the academy and the profession.

Principle 9

9.0 The *FertilityCare* professional shall give loyalty and support to the academy in its efforts to achieve its purposes.

PRINCIPLES AND STANDARDS OF PROFESSIONAL CONDUCT FOR THE FERTILITYCARE PROVIDER

PRINCIPLE 1

1.0 The *FertilityCare* professional shall respect the dignity and welfare of each individual with whom he/she is associated in the practice of the profession

1.1 Concern for the dignity and welfare of the client.

1.1.1 The *FertilityCare* professional shall recognize that each individual is unique and that this uniqueness shall be accepted in a manner that is consistent with the Code of Ethics of the Academy.

1.1.2 The *FertilityCare* professional has the right to refuse service to an individual based on irreconcilable conflicts with regard to moral issues.

1.1.3 The *FertilityCare* professional, while rejecting certain actions or behavior, shall accept the individual and encourage the education process to nurture personal growth and development.

1.1.4 The *FertilityCare* professional shall strive for the highest standards in teaching skills and continuing education to the benefit of the client.

1.1.5 The *FertilityCare* professional, to be in the best possible position to support couples in the use of the Creighton Model *FertilityCare* System, shall be personally using the Creighton Model *FertilityCare* System, or if unable to do so (e.g. celibate, menopausal), the provider shall be a philosophical acceptor of the Creighton Model *FertilityCare* System.

1.2 Concern for the dignity and welfare of colleagues and associates.

1.2.1 The *FertilityCare* professional shall be responsive to, and mutually supportive of, colleagues and associates in a manner that is consistent with the Code of Ethics of the Academy.

PRINCIPLE 2

2.0 The *FertilityCare* professional shall display a respect for the value and dignity of human life from fertilization (conception) through natural death.

2.1 Respect for the dignity of each human life, born or unborn.

2.1.1 The *FertilityCare* professional shall give support and encouragement to each couple who achieves a pregnancy.

2.2 Awareness and appreciation of fertility.

2.2.1 The *FertilityCare* professional shall respect and support each individual who wishes to learn about his or her personal fertility.

2.2.2 The *FertilityCare* professional shall respect and promote the ideal of each couple living in harmony and appreciation of their combined fertility.

2.2.3 The *FertilityCare* professional shall respect the value and dignity of the unitive and procreative aspects of the marital coital union and reject any action contrary to this.

2.2.4 The *FertilityCare* professional shall reject the use of contraception, contraceptive sterilization, artificial insemination, in vitro fertilization, abortion, and abortifacients.

2.2.5 The *FertilityCare* professional shall discourage the use of contraceptives and abortifacients in combination with knowledge of fertility and infertility, and shall recognize that such practice is not natural family planning.

2.2.6 The *FertilityCare* professional shall not promote, advise, condone, or refer for use of contraception, contraceptive sterilization, artificial insemination, in vitro fertilization, abortion, or abortifacients.

PRINCIPLE 3

3.0 The *FertilityCare* professional shall comply with academy policies governing the practice of natural family planning, the Creighton model *FertilityCare* system, and NaProTechnology.

3.1 Professional practice.

3.1.1 The *FertilityCare* professional who is not a physician shall not diagnose a client's condition, but shall be professionally responsible for providing any information (with permission from the client) that will assist in the diagnosis.

3.2 Respect of confidential information.

- 3.2.1 The FertilityCare professional shall recognize all provider-client communications as privileged and confidential.
 - 3.2.1.1 Information regarding the client's case shall be given only with consent from the client.
 - 3.2.1.2 Records of the client shall only be released with written consent of the client.
 - 3.2.1.3 Information regarding the client's case which is used for peer review or as part of an accredited Creighton Model FertilityCare System education program may be used without written permission. All such information shall be held strictly confidential.
 - 3.2.1.4 Information regarding the client's case obtained for presentation and discussion at professional meetings shall be held confidential within the group unless written permission to publicize is obtained. Client names will not be included in such information.

3.3 Member responsibility.

- 3.3.1 The FertilityCare professional shall accept the responsibility for reporting alleged incompetence and/or unethical conduct of any member or candidate for membership in the Academy to the Board of Directors of the Academy.
- 3.3.2 Failure to report alleged incompetence and/or unethical conduct is a violation of the ethical standards of the Academy.

PRINCIPLE 4

4.0 The FertilityCare professional shall accept responsibility for the exercise of professional judgment.

4.1 Accepting responsibility.

- 4.1.1 The FertilityCare professional, upon beginning to teach a couple, shall assume responsibility for planning the couple's program of education, as well as implementing, supervising, evaluating, and adapting that program, so that competent case management shall be accomplished and adequate records shall be maintained.

4.1.2 When a *FertilityCare* professional does not possess the skill to teach a couple the Creighton Model *FertilityCare* System, the provider is obligated to assist in identifying a professional person qualified to provide the service.

4.2 Delegating responsibility.

4.2.1 The *FertilityCare* professional shall not delegate responsibility for teaching a couple the Creighton Model *FertilityCare* System to a person who does not possess the qualifications for such teaching.

4.3 Referral to other providers.

4.3.1 When a client requests referral to another *FertilityCare* professional, referral shall be made to a *FertilityCare* professional with the qualifications necessary to manage the case.

4.4 Referral to other professionals.

4.4.1 It is the responsibility of the *FertilityCare* professional to inform the couple when it is thought that a situation calls for evaluation outside of the provider's professional competence.

4.4.2 Transfer of client records to another *FertilityCare* professional or other professional with whom a client seeks consultation shall be made only with written consent of the client.

PRINCIPLE 5

5.0 The *FertilityCare* professional's practice and adherence to the ethical principles of the academy shall take preference over conflicting employment or business practice.

5.1 Observation of ethical principles of the Academy regardless of employment status.

5.1.1 The uniting into business, partnership, corporation, or other form of organization does not exempt the individual *FertilityCare* professional, whether employer or partner, either individually or collectively from obligation of promoting, maintaining, and adhering to ethical standards of practice.

5.1.2 As an employer or partner, the *FertilityCare* professional shall not permit any employee to engage in any activity which is contrary to the Academy's Code of Ethics.

- 5.1.3 The *FertilityCare* professional who is an employee is obligated to advise the employer(s) of any practice of the employer(s) which causes the provider to be in conflict with the ethical principles of the Academy.
- 5.1.4 The *FertilityCare* professional who is an employee shall also attempt to rectify those aspects of employment which are in conflict with the ethical principles of the Academy.
- 5.1.5 A *FertilityCare* professional who is an employee shall neither agree, nor be obligated to perform any action which is contrary to the Academy's Code of Ethics.

PRINCIPLE 6

6.0 The *FertilityCare* professional may seek reasonable, deserved, and fiscally sound remuneration for services.

6.1 Financial considerations.

- 6.1.1 The judgment of what constitutes reasonable, deserved, and fiscally sound remuneration for services shall take into account the professional training of the *FertilityCare* professional and the necessity of receiving a just income in accord with the amount of services rendered.
- 6.1.2 The *FertilityCare* professional shall not place financial interest above the welfare of the client.

PRINCIPLE 7

7.0 The *FertilityCare* professional shall provide accurate information to the consumer about the profession and the services offered.

7.1 Information about the profession.

- 7.1.1 The *FertilityCare* professional shall endeavor to educate the public to an awareness of the benefit of natural family planning, the Creighton Model *FertilityCare* System and NaProTechnology.
- 7.1.2 Preparation of professional articles for medical and nonmedical publications and participation in seminars, lectures, and civic programs shall be motivated by a desire to educate the public to an awareness of natural family planning and the Creighton Model *FertilityCare* System, NaProTechnology, and their benefits, and the services offered.
- 7.1.3 The *FertilityCare* professional shall avoid giving the impression that general information is adequate in learning the Creighton Model

FertilityCare System. Clients cannot be taught adequately without individualized education, evaluation, and management.

- 7.1.4 All public statements and publications shall reflect the ethical code upheld by the Academy.

7.2 Information about services offered.

- 7.2.1 The FertilityCare professional shall not use or participate in the use of any form of communication containing a false, fraudulent, misleading, deceptive, self-laudatory, or unfair statement or claim.
- 7.2.2 The FertilityCare professional may provide the consumer, through printed material or radio or television broadcast, the following information:
 - 7.2.2.1 Accurate information about natural family planning, the Creighton Model FertilityCare System, NaProTechnology, and the services offered;
 - 7.2.2.2 Name, including name of firm and names of professional associates, addresses, and telephone numbers;
 - 7.2.2.3 Dates and places of certification;
 - 7.2.2.4 Schools attended, with dates of graduation, degrees, scholastic distinctions and source of training;
 - 7.2.2.4.1 It shall be unethical for a member who has not been awarded a legitimately conferred degree or certificate to use the abbreviation or title thereof;
 - 7.2.2.4.2 Members are advised, however, that in accordance with the existing laws of some states, the use of the title “doctor” or any abbreviation thereof in the conduct of any health related profession by anyone other than a licensed physician may constitute a fraudulent act unless the specific professional title is also included.
 - 7.2.2.5 Memberships, offices and committee assignments in natural family planning or other allied health associations;
 - 7.2.2.6 Memberships, offices and committee assignments in the Academy;
 - 7.2.2.7 Foreign language ability (personal or available in office);

7.2.2.8 Whether credit cards or other credit arrangements are accepted;

7.2.2.9 Office and telephone answering service hours;

7.2.2.10 Charges for routine *FertilityCare* services:

7.2.2.10.1 If the *FertilityCare* professional advertises a fee for service, the service must be rendered for no more than the fee advertised.

7.2.3 The *FertilityCare* professional shall not compensate or give anything of value to a representative of any communication media in anticipation of, or in return for, professional publicity in a news item. A paid advertisement must be identified as such unless it is apparent from the context that it is a paid advertisement.

7.2.4 The *FertilityCare* professional shall not compensate or give anything of value to a third party for the purposes of client referral except the payment for public communications otherwise permitted by this principle.

PRINCIPLE 8

8.0 The *FertilityCare* professional's conduct in all affairs shall be such as to avoid discredit to the academy and the profession.

8.1 Personal conduct.

8.1.1 The *FertilityCare* professional shall be constantly aware that the natural family planning profession is judged partly by the social and business conduct of its members. Members shall not cause scandal, but shall conduct themselves in a manner befitting their professional status.

PRINCIPLE 9

9.0 The *FertilityCare* professional shall give loyalty and support to the academy in its efforts to achieve its purposes.

9.1 Academy relationships.

9.1.1 Support and loyalty to the Academy imply an obligation to cooperate with official representatives of the Academy, to reply promptly to official requests, and to furnish accurate information.

9.1.2 Only those persons designated by the Board of Directors can speak on behalf of the Academy.

9.1.3 The Academy logo is a registered trademark and the property of the Academy. It can be used only as designated and approved by the Academy. Any display of the logo in advertisement of services or endorsement of equipment is prohibited unless specific permission is obtained for such use from the Board of Directors.

9.2 Membership in other organizations.

9.2.1 Membership in any organization or group shall not place the *FertilityCare* professional in a position where that profession shall violate the ethical standards of the Academy.

9.3 Profession or occupation other than *FertilityCare* professional.

9.3.1 Conduct in a profession or occupation other than *FertilityCare* professional shall not place the *FertilityCare* professional in a position where the provider shall violate ethical standards of the Academy.

The term “NaProTECHNOLOGY” has been registered in the U.S. Patent and Trademark Office by the Pope Paul VI Institute for the Study of Human Reproduction. It can be freely used by any person or entity as long as its use reflects the medical concepts and values presented in the official textbook: Hilgers, T.W. (2004). *The Medical and Surgical Practice of NaProTechnology*. Nebraska: Pope Paul VI Institute Press.