

An Introduction to Using AI – Professional Standards

All of our sessions have been mapped against standards from the following professional organisations. Click on each to find the individual standards that the session meets:

- [General Medical Council](#)
- [Nursing and Midwifery Council](#)
- [Health and Care Professions Council](#)
- [General Pharmaceutical Council](#)
- [General Dental Council](#)
- [General Optical Council](#)
- [Professional Standards Authority](#)
- [Skills for Health](#)
- [Social Work England](#)
- [American College of Health Care Administrators](#)
- [Chartered Institute of Professional Development](#)
- [Academy for Healthcare Science](#)

GMC Professional Capabilities Framework

- From Domain 1 – Doctors have a wide range of professional responsibilities, which include demonstrating the following expected values and behaviours:
 - Acting with honesty and integrity
 - Listening to patients, carers and guardians, and accepting that they have insight into, preferences for and expertise about the patient's own condition and context
- From Domain 6 – Doctors must demonstrate that they can participate in and promote activity to improve quality and safety. To do this, they must:
 - Be able to keep accurate, structured and where appropriate standardised records
- From Domain 8 – Doctors must demonstrate that they can:
 - Provide supportive developmental feedback, both verbally and in writing, to learners and doctors in training
- From Domain 9 – Doctors must demonstrate that they can:
 - Conduct literature searches and reviews to inform their professional practise

NMC Code

- Section 2 – Listen to people and respond to their preferences and concerns
 - 2.2: Recognise and respect the contribution that people can make to their own health and wellbeing
- Section 6 – Always practise in line with the best available evidence
 - 6.1: Make sure that any information or advice given is evidence-based including information relating to using any health and care products or services
- Section 19 – Be aware of, and reduce as far as possible, any potential for harm associated with your practice
 - 19.1: Take measures to reduce as far as possible, the likelihood of mistakes, near misses, harm and the effect of harm if it takes place
 - 19.2: Take account of current evidence, knowledge and developments in reducing mistakes and the effect of them and the impact of human factors and system failures
- Section 20 – Uphold the reputation of your profession at all times
 - Use all forms of spoken, written and digital communication (including social media and networking sites) responsibly, respecting the right to privacy of others at all times
- Section 21 – Uphold your position as a registered nurse, midwife or nursing associate
 - 21.4: make sure that any advertisements, publications or published material you produce or have produced for your professional services are accurate, responsible, ethical, do not mislead or exploit vulnerabilities and accurately reflect your relevant skills, experience and qualifications

HCPC Standards of Conduct, Performance and Ethics

- Section 1 – Promote and protect the interests of service users and carers
 - 1.3: You must empower and enable service users, where appropriate, to play a part in maintaining their own health and wellbeing and support them so they can make informed decisions
- Section 2 – Communicate appropriately and effectively
 - 2.9: You must use all forms of communication with colleagues and other health and care professionals responsibly, including media-sharing networks and social networking sites
 - 2.10: You must use media-sharing networks and social networking sites responsibly
 - 2.11: You must make reasonable checks to ensure information you share is accurate, true, does not mislead the public and is in line with your duty to promote public health, when sharing information on media-sharing networks and social networking sites

GPhC Standards for Pharmacy Professionals

- From Standard 4 – Pharmacy professionals must maintain, develop and use their professional knowledge and skills. People receive safe and effective care when pharmacy professionals:
 - Use a variety of methods to regularly monitor and reflect on their practice, skills and knowledge
- From Standard 5 – Pharmacy professionals must use their professional judgement. People receive safe and effective care when pharmacy professionals:
 - Have the information they need to provide appropriate care
 - Recognise the limits of their competence
- From Standard 6 - Pharmacy professionals must behave in a professional manner. People receive safe and effective care when pharmacy professionals:
 - Are trustworthy and act with honesty and integrity

GDC Standards for the Dental Team

- Principle 1 – Put patients' interests first
 - 1.3.3: You must make sure that any advertising, promotional material or other information that you produce is accurate and not misleading, and complies with the GDC's guidance on ethical advertising
- Principle 3 – Obtain valid consent
 - 3.1.3: You should find out what your patients want to know as well as what you think they need to know. Things that patients might want to know include:
 - Options for treatment, the risks and the potential benefits
 - Why you think a particular treatment is necessary and appropriate for them
 - The consequences, risks and benefits of the treatment you propose
 - The likely prognosis
 - Your recommended option
 - The cost of the proposed treatment
 - What might happen if the proposed treatment is not carried out
 - Whether the treatment is guaranteed, how long it is guaranteed for and any exclusions that apply
- Principle 9 – Make sure your personal behaviour maintains patients' confidence in you and the dental profession
 - 9.1.3: You should not publish anything that could affect patients' and the public's confidence in you, or the dental profession, in any public media, unless this is done as part of raising a concern

GOC Standards of Practice for Optometrists and Dispensing Opticians

- Section 1 – Listen to patients and ensure they are at the heart of the decisions made about their care
 - 1.6: Consider all information provided by your patients, including where they have undertaken research in advance of the consultation. Explain clearly if the information is not valid or relevant
- Section 16 – Be honest and trustworthy
 - 16.4: Ensure that you do not make false or misleading statements when describing your individual knowledge, experience, expertise and specialties, including by the use of titles
- Section 17 – Do not damage the reputation of your profession through your conduct
 - Ensure your conduct in the online environment, particularly in relation to social media, whether or not connected to your professional practice, does not damage public confidence in you or your profession

PSA Standards for members of NHS Boards and Clinical Commissioning Group governing bodies in England

- From Standard 2 – I will apply the following values in my work and relationships with others:
 - I will act with honesty in all my actions, transactions, communications, behaviours and decision-making, and will resolve any conflicts arising from personal, professional or financial interests that could influence or be thought to influence my decisions as a board member
 - I will be open about the reasoning, reasons, and processes underpinning my actions, transactions, communications, behaviours, and decision-making and about any conflicts of interest
- From Standard 4 – I will do this by:
 - Confidently and competently using data and other forms of intelligence, including patient complaints and feedback, to improve the quality of care

SfH Code of Conduct for Healthcare Support Workers and Adult Social Care Workers in England

- Standard 2 – Promote and uphold the privacy, dignity, rights, health and wellbeing of people who use health and care services and their carers at all times
 - Promote people’s independence and ability to self-care, assisting those who use health and care services to exercise their rights and make informed choices
- Standard 4 - Communicate in an open and effective way to promote the health, safety and wellbeing of people who use health and care services and their carers
 - Recognise both the extent and the limits of your role, knowledge and competence when communicating with people who use health and care services, carers and colleagues

SWE Professional Standards

- Standard 3 – Be accountable for the quality of my practice and the decisions I make. As a social worker I will:
 - 3.2: Use information from a range of appropriate sources, including supervision, to inform assessments, to analyse risk, and to make a professional decision
 - 3.10: Establish and maintain skills in information and communication technology and adapt my practice to new ways of working, as appropriate
- Standard 5 – Act safely, respectfully and with professional integrity. As a social worker I will not:
 - Use technology, social media or other forms of electronic communication unlawfully, unethically, or in a way that brings the profession into disrepute

ACHCA Code of Ethics

- Expectation II: Professional Competence and Personal Conduct – Individuals shall maintain high standards of professional competence, integrity, and accountability. The Health Care Administrator shall:
 - Use technology, electronic health records, telehealth, AI/decision-support, and social media responsibly, transparently, and lawfully
- Expectation III: Individuals shall place the legitimate interests of the organization and persons served above personal gain, maintaining honest, transparent, and lawful operations. The Health Care Administrator shall:
 - Manage resources prudently; support data integrity for quality/safety metrics and public reporting
 - Provide balanced, truthful information in marketing and communications; avoid misleading claims about services, outcomes, or levels of care

CIPD Code of Conduct and Ethics

- Section 2 – Civic virtue and stewardship
 - Comply with prevailing requirements of copyright, intellectual property, patents, licensing, piracy, plagiarism, trade secrets, privacy rights and appropriation. Respect the rights of others and prevent misuse of the CIPD logo
- Section 4 – Professional service and competence
 - Safeguard all restricted, confidential, commercially sensitive and personal data. Do not use it for personal advantage or to the benefit or detriment of third parties
- Section 5 – Personal responsibility
 - Demonstrate professionalism and high standards of conduct in your professional and private communications, emails and online activities (including social media)

AHCS Good Scientific Practice

- Domain 1 – Professional Practice:
 - 1.3.5: You use communication formats and channels (spoken, written and digital, and including social media and online networking platforms) in appropriate, professional ways – especially when involving patients and carers
- Domain 2 – Scientific Practice:
 - 2.1.4: You interpret and critically evaluate data to inform the following:
 - Your decision-making
 - Your development of action plans
 - Your advice and recommendations to others on further investigations, screening and management options
 - 2.3.1: You maintain an effective audit trail of your activity, adhering to local protocols and practices
- Domain 3 – Clinical Practice:
 - 3.2.5: You advise colleagues on using technologies, investigative processes and interventions to inform, progress and monitor patient care
- Domain 4 – Research, Development and Innovation:
 - 4.1.3: You select and use research methodologies, including experimental and collaborative approaches, in ways that fit with your scope of practice and role and that achieve the following:
 - Address a specific research question or topic
 - Fit with the design and scale of a research project
 - Involve patients and the public, when appropriate
 - Are informed by and address all relevant ethical considerations
 - 4.2.2: You engage with innovative technologies and practice to enhance service delivery, including by doing the following:
 - Identifying and appraising innovative approaches to service delivery relevant to your service and role
 - Supporting and advising colleagues (including within the wider healthcare team) on adopting new technologies
 - Sharing learning from adopting, implementing and evaluating specific technologies in service delivery

- 4.2.3: You assess and evaluate new technologies before introducing and integrating them into your routine clinical practice, informed by the available evidence base