

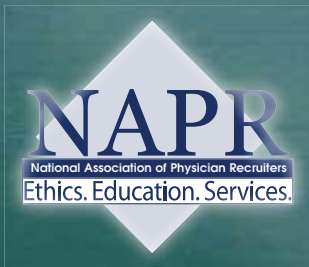


ETHICS AND YOU:

A+



NAPR Members Receive High Marks in Ethics for 2011



*By Jane E. Born, CEO, Born & Bicknell, Inc.,
Chairperson, NAPR Ethics Committee*

Congratulations to the NAPR membership, for its professionalism and ethical business approach! In 2011, ethical violations decreased by nearly 50% and the downward trend has been steady since 2009. Last year, the NAPR Ethics Committee reviewed a total of four (4) cases down from seven (7) cases in 2010 and eleven (11) in 2009. From January 2011 through December 2011, a total of 4 cases were reviewed; 2 firms received the sanction of suspension, 1 firm received the sanction of reprimand, and 1 firm received the sanction of caution.

Over my tenure as a committee member and as the acting Chair, it has been my observation that not only has the committee's caseload decreased along with the number of complaints filed requiring investigation but that our members hold ethical business practices as a priority. Over the last year, I have enjoyed and appreciated conversations with physicians, as well as firm and in-house recruiters fielding questions and addressing concerns about physician recruitment.

In the last decade, we all have been witness to incredible business scandal nationwide. The erosion of ethics and basic moral tenets in business abound and many of these scandals have shaken our entire economy. From Enron, Worldcom, Tyco, Bernie Madoff, Fannie Mae and Freddie Mac just to name a few. A reputation founded on an ethical business approach builds trust, which is a critical component of successful relationships. As a member of the NAPR,

your organization is recognized by those experienced in the industry, as an entity with professionals who hold advancement in cutting edge recruitment tactics, search strategies, education offerings, access to real time healthcare information from Capitol Hill and ethical business practices as paramount in being successful.

The NAPR Code of Ethics is not just a set of lofty ideas with noble goals. It's a Code that has come to define physician recruitment appropriateness and considerate business practices. Our members are fiercely proud of their high standards and continue to protect our good name through peer review.

The role of the Ethics Committee is to review the adherence to its Code and assure that organizations/individuals are treated fairly. As noted in NAPR's Vision Statement, "The NAPR Code of Ethics is based upon excellence, honesty, fairness, peer review and reasonable industry standards." The role of the Ethics Committee is to maintain these standards and the quality of our association through conversations with conscientious recruiters to provide them suggestions, advice and awareness. Our members have agreed to the Code of Ethics as a condition of membership. The Association encourages calls to NAPR Headquarters (407-774-7880) or to the Chair of Ethics (561-322-3011 ext. 203) for advice and/or consultation. The Code of Ethics may be found on the NAPR website.

