

e-Professionalism: Whr r u @?

Purpose

To explore and reflect on the implications of communication technology on your practice.

CRNBC Purpose

Protecting the public by effectively regulating registered nurses and nurse practitioners.



*Profession
alism*

...putting standards and
professional values into
action...



Nurses build trustworthy relationships as the foundation of meaningful communication, recognizing that building these relationships involves a conscious effort.

CNA Code of Ethics, 2008

Nurses recognize the importance of privacy and confidentiality and safeguard personal, family and community information obtained in the context of a professional relationship.

CNA Code of Ethics, 2008
CRNBC Privacy and Confidentiality Practice Standard, 2010

When nurses engage in any form of communication, including verbal or electronic, involving a discussion of clinical cases, they ensure that their discussion of persons receiving care is *respectful and does not indentify those persons unless appropriate.*

Nurses do not use photo or other technology to intrude into the privacy of a person receiving care

CNA Code of Ethics, 2008

Nurses maintain appropriate professional boundaries and ensure their relationships are always for the benefit of the persons they serve.

CNA Code of Ethics, 2008



Nurses disclose personal information about themselves only after they determine it may be helpful in meeting the therapeutic needs of the client.

CNA Code of Ethics, 2008

Ethical Issues

- Privacy and confidentiality
- Professional boundaries
- Self disclosure
- Professional integrity and public trust

Maintaining your e-professionalism

- Build your knowledge of the technologies
- Understand your agency policies
- Manage your virtual image

Maintaining your e-professionalism

- Communicate workplace issues appropriately
- Be aware of potential confidentiality breaches

Maintaining your e-professionalism

- Respect your client's privacy
- Be aware of the potential for establishing on-line therapeutic relationships



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