

Principle Two: Act Professionally



Aisling Reast

“ Uphold the reputation of the profession by acting with honesty, probity and integrity, as patients expect to be able to trust that you act in their best interests at all times. Work continuously to promote a culture of respect, trust and a focus on the individual person to ensure the patient receives person-centred care. Make sure that your conduct at all times, both inside and outside your work environment, ensures public trust and confidence in the pharmacy profession”



Professional is not a label you give yourself - it's a description you hope others will apply to you
- David Maister, True Professionalism



- Not an expert
- Not practicing
- Intimidating
- Have seen it in others
- Recognised
- Reassuring



Advisors

Working in the Patients' Best Interests



Role Models

Making Professional Decisions

Mentors

Practice Excellence



Professional Colleagues

Collegiality

Learning Ambassadors



Developing Themselves & Others

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Patients' Best Interests
Expert Advice
Patient-Centered
Respect Collegiality
Above and Beyond
Clinical-Skills Advisors
Developing Themselves and Others
Role Models Learning Ambassadors
Trust
Integrity
Professional Decisions



Thank you
Any questions?

