

## Spotlight on the AAMA Code of Ethics

Thomas R. O'Donovan, Ph.D., FAAMA, Former President and CEO, AAMA

Richard A. Harley, FAAMA, Lifetime Chairman Emeritus, AAMA

Patrick G. O'Donovan, FAAMA, AAMA State Director of Michigan

**Standard Number One: “Members shall constantly strive to improve their professional knowledge and skills and should share their knowledge with colleagues in order to improve their colleagues’ skills in administration.”**

The importance of this standard of conduct is summarized below:

- We are in a complex, changing environment. This will intensify in the immediate future.
- It's not sufficient to know and perform your current job well- you need to be thinking about how to position yourself and your organization for the next level of performance. Remember, you cannot stay the same- you are either moving forward or moving backward.
- As a health care professional, it is critical to prepare yourself for the inevitable changes and requirements in your area of competency.

There are many avenues available to improve upon and share professional knowledge and skills, including the following:

- Keep relentlessly current with the health care literature, including the *AAMA Executive* and Academy Journals.
- Attend and present at AAMA sponsored education programs, especially the Annual Conference.
- Participate in health care management research, when such opportunities arise.
- Strive for advancement within the Academy, including Fellowship (See Winter 2000 issue of the *AAMA Executive* for Advancement options on page 19).
- Write articles or book reviews for the *Executive*.
- Keep networking through AAMA programs, state chapters, and your state hospital association activities.
- Try to give “mentoring” an important priority.
- Consider volunteering to serve on one of your Academy committees, as well as being available to be appointed as your state director, and being available to be considered on the ballot for Academy Regional Director, hence a member of our Board of Directors.

Now go forward and use your membership in the Academy to enhance your professional knowledge and skills - all in the highest ethical manner!