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Standards for Code of Ethics and Professional Conduct for Health Professionals

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The Health Policy and Standards Department (HPSD) developed this Standard in collaboration with Subject Matter Experts and would like to acknowledge and thank these health professionals for their dedication toward improving quality and safety of healthcare services in the Emirate of Dubai.

Health Regulation Sector

Dubai Health Authority

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INTRODUCTION

The Health Regulation Sector (HRS) plays a key role in regulating the health sector. HRS is mandated by the Dubai Health Authority (DHA) Law No. (6) of the year (2018) with its amendments pertaining to DHA, to undertake several functions including but not limited to:

- Developing regulations, policy, standards, guidelines to improve quality and patient safety and promote the growth and development of the health sector;
- Licensure and inspection of health facilities as well as healthcare professionals and ensuring compliance to best practice;
- Managing patient complaints and assuring patient and physician rights are upheld;
- Strengthening health tourism and assuring ongoing growth; and
- Assuring management of health informatics, e-health and promoting innovation.

The Standards for Code of Ethics and Professional Conduct for Health Professionals aims to fulfil the following overarching Dubai Health Sector Strategy 2026:

- Pioneering Human-centred health system to promote trust, safety, quality and care for patients and their families.
- Make Dubai a lighthouse for healthcare governance, integration and regulation.
- Become a global digital health hub.
- Foster healthcare education, research and innovation.
- Strengthening the economic contribution of the health sector, including health tourism to support Dubai economy.

EXECUTIVE SUMMARY

The Standards for Code of Ethics and Professional Conduct for Health Professionals in Dubai establish a comprehensive ethical framework that upholds professional integrity, fosters patient trust, and ensures the delivery of high-quality healthcare services. Developed under the jurisdiction of the Dubai Health Authority (DHA), these standards apply to physicians, dentists, and allied health professionals, setting clear expectations for ethical practice and professional behaviour.

At their core, these standards emphasize fundamental ethical principles, including integrity, confidentiality, respect for patient rights, informed consent, cultural competence, and professional responsibility. By adhering to these principles, healthcare professionals not only enhance patient safety and well-being but also contribute to a healthcare system that is trusted, transparent, and committed to excellence. Upholding these ethical obligations requires prioritizing patient welfare, maintaining scientific integrity, avoiding conflicts of interest, and ensuring equitable treatment for all individuals.

These standards are based on extensive research, industry best practices, and input from healthcare professionals. They aim to promote excellence in service delivery, protect patients' well-being, and maintain the integrity of code of ethic and conduct. The standards herein are developed in alignment with the Unified National Standards for Hospitals (2024) and other applicable UAE federal and local regulations, ensuring ethical and professional conduct across all categories of licensed health professionals. This standard should be read in conjunction with

related UAE laws, DHA standards, policies, manuals, and other relevant documents, including but not limited to:

- UAE Federal Law No. 5 of 2019 on the Subject of Regulating the Practice of the Profession of Human Medicine,
- UAE Federal Law No. 4 of 2016 on the Subject of Medical Liability,
- UAE Federal Law No. 4 of 2015 concerning Private Health Facilities.
- UAE Cabinet Resolution No. (20) of 2017 Approving the Unified Healthcare Professional Qualification Requirements (PQR) at the State Level.
- Ministerial Resolution No. (14) of 2021 on the Patient's Rights & Responsibilities Charter.
- Ministerial Resolution No. (1448) of 2017 On Adoption of Code of Ethics and Professional Conduct for Health Professionals.
- Unified National Standards for Hospitals (2018).
- Unified Healthcare Professional Qualification Requirements (PQR).
- National Guidelines for Biosafety 2020.
- DHA Health Information Assets Management Policy.
- DHA Health Data and Information Sharing Policy.
- DHA Standards for Medical Advertisement Content on Social Media.
- DHA Guideline for Patient Consent.

DEFINITIONS

Code of conduct consists of established principles and expectations that are obligatory for individuals belonging to a specific profession, such as medicine. It defines ethical norms and behaviours that professionals must adhere to in their practice, emphasizing standards of conduct, integrity, and professional responsibility.

Code of ethics is a formal set of guidelines provided by an organization to its employees and management, designed to govern their actions in alignment with the organization's core values and ethical principles. It serves to promote ethical behaviour, integrity, and compliance with standards, guiding decisions and interactions both internally and externally.

Communicable disease: means an illness caused by an infectious agent or its toxins that occurs through the direct or indirect transmission of the infectious agent or its products from an infected individual or via an animal, vector or the inanimate environment to a susceptible animal or human host.

Confidentiality: The duty of healthcare professionals to safeguard patient information, ensuring that personal health data is not disclosed without the patient's consent except as required by law or in emergencies.

Health Facility: is a facility licensed by DHA to provide medical services to individuals, including areas of prevention, treatment, and convalescence owned and managed by natural or corporate body.

Healthcare Professional: a natural person who is authorized and licensed by the Dubai Health Authority (DHA) to practice any healthcare profession as per the Unified Healthcare Professional Qualifications Requirement (PQR) or the United Arab Emirates.

Informed Consent: refers to an agreement or permission accompanied by full information on the nature, risks, and alternatives of a surgical or interventional procedure before the physician begins the procedure/treatment. Accordingly, the patient either consents to or refuses treatment.

Patient: A person who receives the healthcare services or the medical investigation or treatment provided by a DHA licensed healthcare professional within a DHA licensed health facility.

Patient Autonomy: The right of patients to make their own decisions regarding their health and medical treatment, free from coercion and undue influence.

Privileges: Is the process of issuing a DHA licensed physician/dentist permission to carry out specific duties as per DHA Policy.

Vulnerable populations: refer to individuals who may have reduced capacity to make autonomous decisions or advocate for their own rights due to age, cognitive impairment, disability, language barriers, or social disadvantage.

ABBREVIATIONS

DHA – Dubai Health Authority

HP – Health Professional

HRS – Health Regulation Sector

HFs – Healthcare Facilities

ICT – Information and Communication Technology

PQR – Professionals Qualification Requirements (or Unified Professionals Qualification Requirements)

UAE - United Arab Emirates

1. BACKGROUND

The medical profession is founded on a fundamental ethical obligation to preserve life, alleviate suffering, and uphold patient well-being. This ethical commitment ensures that patient interests take precedence over personal or financial considerations, reinforcing the integrity and trust essential to effective healthcare delivery. Healthcare professionals are bound by a stringent code of conduct that upholds the highest standards of professionalism, accountability, and ethical practice. Central to this framework is the principle of trust, which serves as the foundation of the patient-provider relationship. To maintain this trust and ensure the highest standards of care, healthcare professionals must engage in continuous professional development, staying abreast of evolving medical advancements and ethical guidelines.

As healthcare systems evolve, the code of conduct for healthcare professionals has adapted to meet the demands of modern, patient-centred care. The transition from traditional, hospital-based treatment to more personalized and home-based care reflects a global commitment to improving accessibility, quality, and individualized patient experiences. This approach encompasses a wide range of specialized services, including chronic disease management, post-surgical rehabilitation, geriatric and palliative care, and mental health support. Ethical principles guide healthcare professionals in delivering these services with competence, compassion, and respect for patient rights, ensuring that care is safe, effective, and aligned with the highest professional standards.

2. SCOPE

- 2.1. All healthcare professionals and facilities licensed by the Dubai Health Authority (DHA) providing medical or clinical services to patients.

3. PURPOSE

- 3.1. This standard provides a comprehensive framework for delivering high-quality and safe medical and clinical services to patients, establishes clear standards to guide ethical conduct, protect public welfare, and maintain professional accountability and integrity among healthcare professionals licensed by DHA.

4. APPLICABILITY

- 4.1. All DHA-licensed healthcare professionals providing healthcare services under the jurisdiction of DHA in the Emirate of Dubai.

5. STANDARD ONE: GENERAL PRINCIPLES

- 5.1. Healthcare professionals (HPs) in Dubai are expected to uphold the highest standards of ethical and professional behaviour, aligned with international best practices and UAE laws, policies, and regulations. Healthcare professionals must:
- 5.1.1. Act in patient's best interests.
 - 5.1.2. Act in public's best interests.
 - 5.1.3. Respect patient autonomy and obtain informed consent.
 - 5.1.4. Maintain privacy, confidentiality and data protection.
 - 5.1.5. Uphold professional Integrity, ethical behaviour and accountability.

- 5.1.6. Adhere to the defined scope of practice and maintain professional competence.
- 5.1.7. Ensure professional and ethical communication at all times.
- 5.1.8. Pursue continuous professional development and learning.
- 5.1.9. Provide appropriate supervision and delegate duties responsibly.
- 5.1.10. Conduct research in an ethical, responsible, and compliant manner.
- 5.1.11. Ensure insurance integrity and comply with regulatory requirements.

6. STANDARD TWO: ACT IN PATIENT'S BEST INTERESTS

6.1. Healthcare professionals shall:

- 6.1.1. Prioritize patient safety, well-being, and health outcomes above personal interests or external pressures.
- 6.1.2. Provide care based on clinical necessity and patient needs, free from undue influence by commercial interests or personal gain.
- 6.1.3. Recognize and respect each patient's dignity, rights, values, and cultural background in all healthcare interactions.
- 6.1.4. Avoid discrimination, ensuring equitable access and delivery of healthcare services irrespective of nationality, ethnicity, gender, age, disability, socioeconomic status, religion, or political affiliation.
- 6.1.5. Seek to minimize patients' physical and psychological suffering through all available and appropriate means, ensuring care is compassionate, evidence-

based, and aligned with international best practices and UAE laws, policies, and regulations.

- 6.1.6. Not induce or encourage patients to obtain services, treatments, or procedures that are not medically necessary or clinically justified, ensuring that all care recommendations are based on the patient's best interest and supported by sound medical evidence.
- 6.1.7. Ensure that all consultation and treatment costs are transparently communicated to patients prior to the commencement of services.
- 6.1.8. Adhere to the Dubai Health Authority's Patient and Family Bill of Rights and Responsibilities, ensuring all care respects and supports patients and their families legal and ethical entitlements.

7. STANDARD THREE: ACT IN PUBLIC'S BEST INTERESTS

7.1. Healthcare professionals shall:

- 7.1.1. Advocate for patients and public health, reporting unethical, unsafe, or unlawful practices promptly and responsibly.
- 7.1.2. Collaborate proactively with other healthcare professionals and institutions to enhance patient care and public health outcomes.
- 7.1.3. Support health promotion, disease prevention, vaccination campaigns, early detection programs, and community health education initiatives.
- 7.1.4. Responsibly manage resources and treatments, ensuring effective, efficient, and equitable allocation that benefits the patient and community.

- 7.1.5. Uphold public confidence in the healthcare system by acting transparently, honestly, and with integrity in all professional conduct.
- 7.1.6. Promptly identify and report notifiable diseases, communicable conditions, and public health risks in accordance with Dubai Health Authority (DHA) regulations and national reporting requirements.
- 7.1.7. Actively support public health initiatives and respond effectively to health emergencies in alignment with national emergency response plans and DHA directives.
- 7.1.8. Comply with UAE law and DHA requirements for immediately reporting notifiable diseases and public health threats through designated surveillance systems and protocols.

8. STANDARD FOUR: RESPECT PATIENT AUTONOMY AND OBTAIN INFORMED CONSENT

8.1. Patient Autonomy and Right

- 8.1.1. Healthcare professionals shall clearly inform patients when they receive care in a training or educational facility.
- 8.1.2. HPs notify patients that they may be examined or treated by a trainee physician under the direct supervision of a licensed consultant or specialist.
- 8.1.3. HPs shall respect and uphold each patient's right to make autonomous decisions about their health and treatment.
- 8.1.4. HPs shall ensure that patient autonomy is respected in accordance with UAE laws and regulations.

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- 8.1.5. HPs shall support an environment that encourages open patient expression and preference.
- 8.1.6. HPs shall obtain the patient's explicit consent for any examination or treatment involving trainees and respect their right to accept or decline participation without prejudice to the quality or continuity of their care.
- 8.1.7. HPs shall accommodate patient preferences for same-gender healthcare providers wherever feasible, in accordance with cultural and religious values.
- 8.1.8. In non-emergency situations, a healthcare professional shall not examine a patient of a different gender unless a third person is present and the patient has provided prior written consent, in accordance with Executive Council Resolution No. 49 of 2024 regulating the practice of health activities and professions in the Emirate of Dubai.
- 8.1.9. HPs shall ensure that no treatment is administered without a patient's informed and voluntary consent, except in emergencies where the patient cannot consent, and immediate action is necessary to preserve life or prevent serious harm.
- 8.1.10. HPs shall recognize that competent adults have the right to accept or refuse medical treatment, even if such decisions may result in harm or death.
- 8.1.11. HPs shall facilitate patients' right to seek second opinions without compromising continuity of care.

8.1.12. HPs shall respect patients' right to access their medical records and receive explanations about their content.

8.1.13. HPs shall demonstrate sensitivity toward vulnerable populations and ensure that additional safeguards are implemented to protect their rights, dignity, and decision-making capacity.

8.2. Informed Consent and Shared Decision-Making

8.2.1. Healthcare professionals shall obtain informed consent from a patient before conducting any medical examination, diagnostic procedure, treatment, or surgery.

8.2.2. Informed consent shall include a full explanation of:

8.2.2.1. Diagnosis and proposed treatment.

8.2.2.2. Risks and benefits of the treatment.

8.2.2.3. Any reasonable alternatives, including the option to refuse treatment.

8.2.2.4. Possible consequences of refusal or delay in treatment.

8.2.3. Healthcare professionals are recommended to adhere to the patient consent guidelines.

8.2.3.1. For further information, refer to DHA Guidelines for Patient Consent.

8.2.4. HPs shall ensure that consent is obtained voluntarily, without any coercion, threat, or manipulation.

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- 8.2.5. HPs shall communicate medical information in a language and manner that the patient understands. If needed, professional translation or interpretation services should be used.
- 8.2.6. HPs shall document the informed consent process in the patient's medical record, specifying whether the consent was written, verbal, or implied.
- 8.2.7. In cases where the patient lacks decision-making capacity, informed consent shall be obtained from a legally authorized representative, or next kin, in accordance with UAE laws.
- 8.2.8. HPs shall respect a patient's right to withdraw consent at any time and ensure they are informed of the implications of doing so.
- 8.2.9. HPs should practice shared decision-making, encouraging patient participation in care planning while providing expert guidance and medical recommendations.
- 8.3. Right to Refuse Treatment
- 8.3.1. Healthcare professionals shall respect a patient's right to refuse treatment, even if such refusal may lead to deterioration of health or death, as long as the patient is competent and fully informed.
- 8.3.2. HPs shall ensure that a patient refusing treatment is aware of the medical consequences and shall document the patient's decision appropriately.

8.3.3. If a patient refuses life-sustaining treatment, healthcare professionals shall ensure that the decision complies with UAE laws and ethical guidelines on end-of-life care.

8.3.4. HPs shall not attempt to override a competent patient's decision unless legally justified (e.g., cases of public health risks, mental incapacity, or life-threatening emergencies requiring intervention).

In cases where a patient's refusal of treatment poses a risk to public health (e.g., infectious disease management), healthcare professionals shall follow UAE public health regulations regarding mandatory interventions.

8.4. Special Considerations for Vulnerable Populations

8.4.1. Healthcare professionals shall take extra care when ensuring informed consent for vulnerable groups, including minors, elderly patients, persons with disabilities, and those with cognitive impairments.

8.4.2. HPs shall determine decision-making capacity before obtaining consent, ensuring that patients understand the nature and implications of their decisions.

8.4.3. In cases of minors, informed consent shall be obtained from a legal guardian unless the minor is deemed legally competent under UAE regulations.

8.4.4. In cases where patients lack capacity, healthcare professionals shall work with legal representatives and ethical committees to ensure decisions align with the patient's best interests.

9. STANDARD FIVE: MAINTAIN PRIVACY, CONFIDENTIALITY AND DATA PROTECTION

9.1. Privacy and confidentiality

9.1.1. Healthcare professionals shall maintain the strict confidentiality of patient information, including health records, personal identifiers, and any information obtained during their professional duties, in compliance with UAE Federal Law No. (2) of 2019 Concerning the Use of Information and Communication Technology (ICT) in Health Fields.

9.1.2. HPs shall use digital health technologies—such as telemedicine, electronic health records, and AI-based diagnostic tools—in ways that uphold patient confidentiality, informed consent, and ethical data handling. This includes:

9.1.2.1. Protecting patient information shared or accessed through digital platforms.

9.1.2.2. Avoiding the use of unsecured or unauthorized applications or personal devices for clinical communication.

9.1.2.3. Ensuring digital consultations and platforms respect cultural sensitivities, privacy expectations, and clinical appropriateness.

9.1.2.4. Receiving regular training on digital ethics and cybersecurity protocols.

9.1.3. HPs shall access patient information only when directly involved in their care or if specifically authorized to do so.

9.1.4. HPs shall restrict access to confidential patient data strictly to authorized individuals, following the principles of “need to know” and “least privilege.”

9.1.5. HPs shall avoid disclosing patient information without the patient's informed and explicit consent, unless disclosure is:

9.1.5.1. Mandated by UAE law or Judicial authorities.

9.1.5.2. Necessary for immediate care or public health emergencies.

9.1.5.3. Required for financial or insurance purposes, in line with legal obligations.

9.1.6. HPs shall maintain patient confidentiality, even after the patient has passed away.

9.1.7. HPs shall clearly document all disclosures of patient information, including reasons, recipients, and patient consent when obtained.

9.1.8. HPs shall ensure that all discussions involving confidential information take place in secure and private settings, whether verbal, written, or electronic (including emails and messaging apps).

9.1.9. HPs shall respect patients' privacy during examinations and procedures, ensuring appropriate draping and presence of only necessary personnel.

9.1.10. HPs shall provide clear explanations to patients regarding the collection, use, protection, and storage of their personal health data.

9.1.11. HPs shall share anonymized data for approved scientific research, ensuring ethical standards and patient anonymity.

9.2. Data Protection

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- 9.2.1. Healthcare facilities (HFs) shall clearly inform patients about their data protection and confidentiality rights, as outlined in the UAE Personal Data Protection Law (Federal Decree-Law No. 45 of 2021).
- 9.2.2. Healthcare facilities shall comply with all applicable UAE federal laws, ministerial resolutions, and local health authority regulations related to data protection and confidentiality.
- 9.2.3. Healthcare facilities shall ensure accurate, up-to-date, and securely stored health records.
- 9.2.4. Healthcare facilities shall apply physical, technical, and administrative security measures to protect health data in line with best practices and legal requirements.
- 9.2.5. Healthcare facilities shall implement corrective and preventive actions following data protection incidents to mitigate future risks.
- 9.2.6. Healthcare facilities shall implement safeguards to protect health information from unauthorized access, modification, or disclosure, including data encryption and secure storage solutions.
- 9.2.7. Health records shall be securely retained for a minimum of 25 years from the last patient encounter, or indefinitely for specific patient categories as per [DHA Health Information Assets Management Policy](#).

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- 9.2.8. Healthcare professionals shall comply with national and facility-level policies regarding the use of electronic health records (EHR), including access, security, and data sharing.
- 9.2.9. Healthcare professionals shall provide information about the purpose of data collection, its use, access, and patients' rights to refuse or limit disclosure.
- 9.2.10. Healthcare professionals shall offer patients the opportunity to give informed, written consent for the use of their health information beyond direct healthcare needs.
- 9.2.11. Healthcare professionals shall regularly participate in training programs on confidentiality and data protection practices.
- 9.2.12. Healthcare professionals shall stay updated on changes in legislation, regulations, and best practices related to data protection and confidentiality.
- 9.2.13. Healthcare professionals shall immediately report any suspected or actual patient confidentiality or data security breach to the appropriate authorities.
- 9.2.14. Healthcare professionals shall fully cooperate with investigations concerning confidentiality or data protection breaches.
- 9.2.15. HPs and HFs shall recognize that non-compliance may result in disciplinary actions, including warnings, suspension, license revocation, fines, or legal proceedings, as stipulated in the UAE Health Data Law.
- 9.2.16. HFs shall ensure that health data is stored within the UAE and not transferred, processed, or stored outside the country unless authorized by

the relevant health authority in coordination with the government ministry,
in accordance with UAE data localization requirements.

9.3. Documentation and Record-Keeping

- 9.3.1. Healthcare professionals shall maintain accurate, clear, and timely documentation of all patient interactions, assessments, diagnoses, treatments, and outcomes.
- 9.3.2. HPs shall not alter, falsify, or destroy patient records under any circumstance.
- 9.3.3. HPs shall ensure that all entries in medical records are dated, signed, and legible.
- 9.3.4. HPs shall not tamper with or erase information that has been entered previously into any patient records.

10. STANDARD SIX: UPHOLD PROFESSIONAL INTEGRITY, ETHICAL BEHAVIOUR AND ACCOUNTABILITY

10.1. Legal and Ethical Compliance

- 10.1.1. Comply with all applicable UAE laws, regulations, and policies governing healthcare practice.
- 10.1.2. Recognize that breaches in ethical, legal, or data-related obligations may result in disciplinary or legal consequences as per UAE law.
- 10.1.3. Clearly disclose professional qualifications, licenses, privileges, and competencies to patients and relevant stakeholders.

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- 10.1.4. Report suspected violations, unsafe practices, or threats to patient safety through designated reporting channels.
 - 10.1.5. Cooperate fully with investigations related to professional misconduct, ethical violations, or regulatory breaches.
 - 10.1.6. Healthcare professionals shall provide full access and support to the Dubai Health Authority (DHA), its authorized inspectors, or designated representatives. This includes the prompt submission of any requested documents, records, or information in accordance with applicable laws, policies, and timelines.
 - 10.1.7. Intervene or report when witnessing behaviour that endangers patients or violates professional standards.
 - 10.1.8. Report impaired or unfit to practice colleagues to relevant authorities when patient safety is at risk and support appropriate professional intervention or rehabilitation.
 - 10.1.9. HPs who report such concerns shall be protected from any form of retaliation, including dismissal, demotion, harassment, or any adverse employment consequences, provided the report is made in good faith.
 - 10.1.10. The identity of whistleblowers shall be kept confidential to the fullest extent possible, in accordance with applicable laws and regulations.
 - 10.1.11. Deliberately false or malicious reports are unethical and may result in disciplinary action.

10.1.12. Healthcare professionals shall recognize that repeated or serious violations of DHA regulations and standards may lead to escalating disciplinary actions.

These actions may include—but are not limited to—

10.1.12.1. Increased fines,

10.1.12.2. Suspension of practice privileges, or

10.1.12.3. Referral to formal review committees for potential revocation of licensure.

10.2. Risk Mitigation and Safe Disclosure Culture

10.2.1. Healthcare facilities shall foster a non-blame, learning-focused environment.

10.2.2. Healthcare facilities shall encourage healthcare professionals to report incidents, errors, near-misses, or sentinel events without fear of retaliation or blame.

10.2.3. HPs shall be provided with a safe and confidential mechanism to disclose safety concerns and clinical errors to promote transparency and learning.

10.2.4. Whistleblowers shall be protected from retaliation in accordance with UAE laws.

10.2.5. Healthcare facilities shall implement structured risk mitigation strategies to reduce the likelihood of ethical or professional breaches. These strategies shall include—but are not limited to—

10.2.5.1. Mandatory ethics training,

10.2.5.2. Regular professional audits,

10.2.5.3. Healthcare facilities monitoring of adverse events.

10.3. Core Professional Values and Conduct

10.3.1. Healthcare professionals shall consistently demonstrate the core values of the profession:

10.3.1.1. Compassion in patient care

10.3.1.2. Excellence in clinical practice

10.3.1.3. Respect for individuals and the healthcare system

10.3.1.4. Integrity in decision-making and conduct

10.3.1.5. Collaboration with the healthcare team

10.3.1.6. Accountability for one's actions and outcomes

10.3.2. Maintain the dignity of their profession through consistent honesty, professionalism, and ethical decision-making in both clinical and non-clinical environments.

10.3.3. Demonstrate cultural competence and respect for the UAE's diverse religious, social, and cultural values.

10.3.4. Maintain appropriate professional boundaries in all patient interactions, avoiding any improper, exploitative, or inappropriate behaviour.

10.3.5. Refrain from establishing romantic or personal relationships with current patients or their immediate family members.

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- 10.3.6. Healthcare professionals shall abstain from, and actively discourage, all forms of harassment, including verbal, nonverbal, written, or physical abuse, as well as acts of sexual harassment.
- 10.3.7. Do not impose personal, religious, cultural, or political beliefs on patients.
- 10.3.8. Avoid any conflicts between personal interests and professional responsibilities, ensuring that clinical decisions remain objective, unbiased, and in the best interest of the patient.
- 10.3.9. Avoid any activity that could undermine public trust or bring disrepute to the profession.
- 10.4. Transparency, Financial Ethics, and Conflicts of Interest
- 10.4.1. Health Professionals must be transparent in all financial dealings related to patient care. This includes:
- 10.4.1.1. Clearly explaining the cost of services
- 10.4.1.2. Disclosing coverage or exclusions under insurance
- 10.4.1.3. Avoiding misleading information about the necessity or cost of treatments
- 10.4.2. Base all prescribing decisions solely on evidence-based clinical need, not on financial incentives or personal benefit.
- 10.4.3. Avoid fee-splitting, kickbacks, or improper financial arrangements, and do not accept or offer gifts, discounts, hospitality, or other benefits that may influence or appear to influence professional judgment.

- 10.4.4. Refrain from offering or accepting financial incentives or promotional deals with media outlets, influencers, or third parties that could misrepresent healthcare services or outcomes.
 - 10.4.5. Do not favour or recommend specific medications, devices, or services from particular manufacturers without clear, evidence-based clinical justification.
 - 10.4.6. Disclose any actual or potential conflicts of interest to relevant authorities and take steps to avoid or mitigate their impact on professional responsibilities.
 - 10.4.7. HPs shall take all reasonable steps to prevent harm to patients. If harm occurs, they must promptly disclose the incident to the patient and initiate appropriate remedial actions
- 10.5. Responsible Use of Resources and Communication
- 10.5.1. Use medical resources efficiently and responsibly, avoiding waste or misuse.
 - 10.5.2. Refrain from inappropriate commercialization or self-promotion of healthcare services.
 - 10.5.3. All advertising, promotional materials, and public communications must:
 - 10.5.3.1. Be truthful, evidence-based, and verifiable
 - 10.5.3.2. Disclose known risks or limitations of services
 - 10.5.3.3. Comply with UAE laws and DHA guidelines for healthcare advertising
 - 10.5.3.4. Avoid deceptive claims, exaggerations, or negative remarks about competitors

10.6. Professional Appearance, Behaviour, and Reliability

- 10.6.1. Maintain a professional appearance consistent with the UAE cultural standards and institutional policies
- 10.6.2. Wear official identification badges in all clinical and healthcare settings.
- 10.6.3. Avoid the use of any substances that may impair clinical performance or compromise patient safety.
- 10.6.4. Demonstrate punctuality, reliability, and accountability in fulfilling professional duties and obligations.
- 10.6.5. Communicate and behave with professionalism and respect in all work environments, both clinical and non-clinical.

10.7. Professional Conduct in Social Media and Public Communications

- 10.7.1. Maintain professional standards when posting or engaging on social media, blogs, news outlets, or public.
- 10.7.2. Do not share confidential patient information on social media or public platforms under any circumstances, even if anonymized or de-identified.
- 10.7.3. Refrain from providing individualized clinical advice to the public through social media channels.

10.8. Emergency Preparedness and Response

- 10.8.1. HPs shall be trained and competent in emergency protocols relevant to their clinical setting.

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- 10.8.2. HPs shall participate in drills, simulations, and emergency response training as mandated by their institution.
 - 10.8.3. HPs shall respond promptly and effectively to emergencies, prioritizing patient safety and coordinated action.
 - 10.8.4. HPs shall familiarize themselves with disaster plans and evacuation procedures.
 - 10.8.5. HPs shall ensure continuity of care during emergencies through appropriate handovers and documentation.
 - 10.8.6. HPs shall report critical incidents and support post-incident reviews and debriefings.
 - 10.8.7. HPs shall manage resources judiciously during mass casualty or public health emergencies.
 - 10.8.8. HPs shall support vulnerable populations during disasters, including people with disabilities and the elderly.
 - 10.8.9. HPs shall contribute to institutional and national readiness through training and collaboration.
 - 10.8.10. HPs shall practice flexibility, resilience, and professionalism under high-stress emergency conditions.

11. STANDARD SEVEN: ADHERE TO THE DEFINED SCOPE OF PRACTICE AND MAINTAIN PROFESSIONAL COMPETENCE

11.1. Healthcare professionals shall:

- 11.1.1. Adhere strictly to the laws and regulations governing medical practice within the United Arab Emirates, including but not limited to Federal Law No. (5) of 2019 on the Regulation of the Practice of the Medical Profession.
- 11.1.2. Practice within the scope of their qualifications, competence, and licensing as determined by the Dubai Health Authority and per the Unified Professionals Qualification Requirements (PQR).
- 11.1.3. Provide evidence-based care aligned with accepted clinical guidelines and standards recognized in the UAE.
- 11.1.4. Recognize and work within the limits of their professional competence, seeking consultation or referring patients when necessary.
- 11.1.5. Maintain accurate, comprehensive, and timely medical records that comply with DHA documentation standards.
- 11.1.6. Avoid using diagnostic or therapeutic procedures that are not scientifically recognized or validated unless conducted within a controlled scientific framework and deemed essential for patient care, always complying with legislative and regulatory requirements.

12. STANDARD EIGHT: ENSURE PROFESSIONAL AND ETHICAL COMMUNICATION AT ALL TIMES

12.1. Patient-Cantered Communication

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- 12.1.1. Healthcare professionals shall provide patients with clear, truthful, and comprehensive information about their health status, including diagnosis, prognosis, and all viable treatment options.
- 12.1.2. HPs must communicate information in an honest manner that enables patients to make informed choices about their care.
- 12.1.3. HPs shall communicate with patients in a manner that is understandable and culturally sensitive to the patient's background, using plain language and explaining medical terms as needed.
- 12.1.4. Where language barriers or special needs exist, professionals shall make reasonable efforts to provide translation, interpretation, or other communication support to ensure patient comprehension.
- 12.1.5. HPs shall Provide transparent, comprehensive information regarding medical conditions, treatments, risks, costs, and alternative options.
- 12.1.6. HPs shall actively listen to patients and their families, giving them the opportunity to express their concerns, values, and preferences.
- 12.1.7. HPs shall respond to patient questions and needs with empathy, courtesy, and honesty to foster trust and address what matters to the patient.
- 12.2. Interprofessional Collaboration
- 12.2.1. Healthcare professionals (HPs) shall cooperate and coordinate with colleagues and other healthcare providers to ensure continuity, safety, and quality of care for patients.

- 12.2.2. HPs shall engage in collaborative practice by actively sharing relevant information, knowledge, and expertise to enhance patient care outcomes.
- 12.2.3. HPs shall participate in regular interdisciplinary meetings and discussions to align care plans and promote integrated care deliver.
- 12.2.4. HPs shall demonstrate mutual respect, professionalism, and cultural sensitivity when interacting with team members, acknowledging the unique roles and contributions of each.
- 12.2.5. HPs shall support a positive team environment by promoting ethical behaviour, cooperation, and accountability in all professional interactions.
- 12.2.6. HPs shall address disagreements or conflicts with colleagues in a professional and constructive manner, prioritizing patient welfare.
- 12.2.7. HPs shall avoid public criticism of colleagues in a way that could undermine public trust in the healthcare profession or damage reputations.
- 12.2.8. HPs shall provide fair, honest, and objective assessments when evaluating the performance of colleagues, students, or supervisees.
- 12.2.9. HPs shall offer mentorship and guidance to new professionals or those in training to support their development and integration into the workforce.
- 12.2.10. HPs shall contribute to a learning culture by encouraging knowledge sharing, continuous skill development, and mutual support within the healthcare team.

12.3. Timely and Accurate Information Sharing:

- 12.3.1. Healthcare professionals shall share relevant patient information with team members in a timely, accurate, and structured manner, particularly during transitions of care such as shift handovers, referrals, or discharges.
- 12.3.2. HPs must ensure that critical information about a patient's status, treatment plan, recent changes, or test results is clearly communicated to the next caregiver, and that the receiving caregiver has the opportunity to ask questions or seek clarification.

13. STANDARD NINE: PURSUE CONTINUOUS PROFESSIONAL DEVELOPMENT AND LEARNING

13.1. Healthcare professionals shall:

- 13.1.1. Maintain clinical competence by engaging in ongoing education and training to maintain and enhance their knowledge and skills.
- 13.1.2. Engage regularly in accredited continuing professional development (CPD) programs.
- 13.1.3. pursue education relevant to their scope of practice and evolving healthcare needs within the community they serve.
- 13.1.4. Participate in quality improvement activities and clinical audits to enhance patient care.
- 13.1.5. Stay current with the latest medical research, technological advancements, and clinical guidelines.

13.1.6. Take part in continuous systems of quality improvement to promote patient safety, including:

13.1.6.1. Engaging in regular audits and reflective practice.

13.1.6.2. Reviewing patient feedback and incident reports.

13.1.6.3. Taking steps to correct problems and undertake relevant training.

14. STANDARD TEN: PROVIDE APPROPRIATE SUPERVISION AND DELEGATE DUTIES RESPONSIBLY

14.1. Supervisors shall:

14.1.1. Ensure that supervisees operate strictly within their scope of practice, competencies, qualifications, and licensing limitations.

14.1.2. Provide appropriate oversight of all healthcare professionals under their supervision, including trainees, junior healthcare professionals, and support staff.

14.1.3. Clearly define reporting relationships, supervisory responsibilities, and communication channels between supervisors and supervisees.

14.1.4. Formally document supervisory roles, responsibilities, and accountability structures within each healthcare facility.

14.1.5. Verify that supervisees possess current and valid DHA licenses, and the clinical privileges required for delegated tasks.

14.1.6. Regularly assess supervisees' competencies through objective evaluations and document performance and feedback.

- 14.1.7. Offer regular support, guidance, mentoring, and instruction to facilitate professional growth and maintain high standards of care.
- 14.1.8. Establish and document mechanisms for supervisees to contact supervisors during emergencies or challenging clinical situations.
- 14.1.9. Delegate clinical duties only to healthcare professionals with the appropriate training, qualifications, licensing, clinical privileges, and demonstrated competencies.
- 14.1.10. Clearly communicate delegated tasks, including objectives, expected outcomes, and specific patient safety measures.
- 14.1.11. Provide supervisees with explicit instructions, written protocols, or standard operating procedures for the performance of delegated tasks.
- 14.1.12. Document all delegations in the patient's medical records, specifying the tasks delegated, the designated professional, the time of delegation, and any conditions or restrictions.
- 14.1.13. Continuously monitor the performance of delegated duties through direct observation, periodic audits, and outcome evaluations.

15. STANDARD ELEVEN: CONDUCT RESEARCH IN AN ETHICAL, RESPONSIBLE, AND COMPLIANT MANNER

15.1. Healthcare professionals shall:

- 15.1.1. Obtain approval from an accredited or appropriate ethics committee before initiating any research involving human subjects.

- 15.1.2. Research must be conducted only by scientifically qualified personnel.
- 15.1.3. Secure voluntary, informed consent from all research participants by providing a clear explanation of the study's purpose, procedures, risks, benefits, and alternatives.
- 15.1.4. Have the right to withdraw from the research at any time without any adverse impact on their care.
- 15.1.5. Terminate the research immediately if there is cause to believe that its continuation may result in harm, injury, or death.
- 15.1.6. Report research findings honestly and accurately without fabricating or manipulating data.
- 15.1.7. Acknowledge the contributions of all individuals involved in the research in publications and presentations.
- 15.1.8. Disclose all funding sources and any potential conflicts of interest in research publications.
- 15.1.9. Inform the potential research subject, or proxy, about the purpose, funding source, expected risks/benefits, and compensation involved.

16. STANDARD TWELVE: ENSURE INSURANCE INTEGRITY AND COMPLY WITH REGULATORY REQUIREMENTS

16.1. Ethical Billing and Documentation

- 16.1.1. HPs shall submit claims to insurance providers that are accurate, complete, and clinically justified.

- 16.1.2. HPs shall use billing codes that accurately reflect the services provided.
- 16.1.3. HPs shall maintain truthful, timely, and complete documentation to support all insurance claims and audit processes.
- 16.1.4. HPs shall not submit duplicate claims, overstate service complexity (upcoding), unbundle services inappropriately, or submit fabricated or altered claims.
- 16.1.5. HPs shall not modify or falsify medical records to influence insurance coverage decisions.
- 16.1.6. HPs shall not charge insured patients additional fees beyond approved co-payments or deductibles, unless explicitly authorized under UAE law or payer policy.

16.2. Financial Disclosure and Patient Consent

- 16.2.1. HPs shall inform patients, prior to any elective or non-urgent intervention, of any required insurance pre-approvals or authorizations.
- 16.2.2. HPs shall clearly disclose potential out-of-pocket costs associated with uncovered services.
- 16.2.3. HPs shall present alternative treatment options when coverage limitations may affect clinical choices.
- 16.2.4. HPs shall document patient awareness and financial consent as part of the informed consent process.

16.3. Insurance Fraud Prevention and Reporting

- 16.3.1. HPs shall report suspected insurance fraud or billing irregularities to the Dubai Health Insurance Corporation (DHIC) or other competent authority.
- 16.3.2. HPs shall not falsify diagnoses, modify timelines, or misrepresent clinical data to secure unauthorized coverage.
- 16.3.3. HPs shall not waive deductibles, co-payments, or coinsurance as an inducement, unless part of a DHA-approved legal discount program.
- 16.3.4. HPs shall not collude with patients to misrepresent health conditions, diagnoses, or treatment histories.
- 16.3.5. HPs shall cooperate fully with internal and external audits, and provide all requested documentation in a timely and transparent manner.

16.4. Disciplinary Action and Enforcement

- 16.4.1. HPs shall be held accountable for violations of this standard in accordance with DHA regulations and UAE law, including Executive Council Resolution No. (32) of 2012 and Federal Law No. (2) of 2019.
- 16.4.2. HPs shall be subject to disciplinary measures including but not limited to license suspension, fines, or referral to judicial authorities in cases involving intentional fraud or misconduct.

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