
NursingDirect

CODE OF CONDUCT

PROFESSIONAL STANDARDS AND EXPECTATIONS

Applicable to all Nursing Direct nurses, healthcare assistants,
carers and support workers

Galago House, 163 Brighton Road, Coulsdon, CR5 2YH
E: info@nursingdirect.co.uk Ph: **0330 056 6000**

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INTRODUCTION

At Nursing Direct, we are committed to delivering safe, compassionate and high-quality care to children, young people and adults with a wide range of care and clinical needs.

Every member of our workforce has a responsibility to uphold professional standards, protect the wellbeing of service users and maintain the trust placed in Nursing Direct by individuals, families and healthcare professionals.

This Code of Conduct outlines the standards of behaviour and professional practice expected of everyone undertaking assignments through Nursing Direct.

All staff must comply with Nursing Direct's policies and procedures, individual care plans and risk assessments, and the professional standards applicable to their role.



OUR EXPECTATIONS OF YOU

When undertaking assignments through Nursing Direct, you are expected to:

- Act professionally, honestly and respectfully at all times, protecting the dignity, safety and wellbeing of service users.
- Arrive at least 5–10 minutes before your scheduled shift to ensure you are prepared and ready to receive handover at the start of your shift.
- Wear the appropriate uniform and Nursing Direct identification badge, unless alternative arrangements have been agreed.
- Treat service users, their families, colleagues and other professionals with courtesy, consideration and respect.
- Maintain appropriate professional boundaries and protect confidential information.
- Follow all relevant Nursing Direct policies, procedures and instructions.
- Maintain your training, professional registration and competencies relevant to your role.
- Communicate promptly with your Care Coordinator or Clinical Lead if you have any concerns about your assignment, responsibilities or ability to deliver care safely.

You are personally accountable for your conduct and must never undertake duties that fall outside your knowledge, training or assessed competence.

SAFE CARE AND CLINICAL COMPETENCE

Nursing Direct supports individuals with complex and sometimes high-acuity clinical needs. It is essential that all staff understand their responsibilities and the specific requirements of the people they support.

Before undertaking care duties, you must:

- Familiarise yourself with the service user's current care plan, clinical and environmental risk assessments, and relevant procedures.
- Understand the individual's communication needs, preferences, routines and any relevant behaviour support plans.
- Complete the required induction, familiarisation, shadowing and competency assessments applicable to the assignment.
- Understand the location-specific procedures, including emergency arrangements, fire safety, equipment and escalation processes.
- Only undertake clinical procedures for which you have received appropriate training and been assessed and authorised as competent.
- Seek clarification immediately if instructions are unclear, information is missing or you feel unable to perform a task safely.

You must never undertake a clinical procedure or responsibility for which you have not been appropriately trained, assessed and authorised.

If you have not received an appropriate induction or do not understand the risks associated with an assignment, you must inform Nursing Direct before undertaking the relevant duties.



PROFESSIONAL CONDUCT, DIGNITY AND RESPECT

All staff must deliver care in a manner that respects the rights, choices, privacy and individuality of every service user.

You must:

- Treat everyone with dignity, kindness and compassion, without discrimination.
- Respect the individual's home, personal belongings, cultural preferences and family arrangements.
- Support independence, choice and involvement in decisions about care wherever possible.
- Maintain professional communication and avoid inappropriate language, comments, jokes or discussions.
- Refrain from bullying, harassment, intimidation or discriminatory behaviour.
- Remain attentive and engaged throughout your shift, ensuring that personal activities do not interfere with your responsibilities.

The use of personal mobile phones or other personal devices must not distract from care delivery or compromise the safety, dignity or confidentiality of service users.

Staff must not sleep while responsible for providing waking-night support or undertake personal activities that prevent them from fulfilling their duties.

PROFESSIONAL BOUNDARIES

Maintaining clear professional boundaries is essential to protecting service users, their families and staff.

You must not:

- Accept gifts, loans, money or gratuities from service users, family members or other interested parties without appropriate authorisation under Nursing Direct policy.
- Give gifts, lend money or enter into personal financial arrangements with service users or their families.
- Borrow, use or safeguard a service user's money or property outside agreed care arrangements and procedures.
- Act as a witness to a service user's Will or become involved in their financial or legal affairs.
- Develop inappropriate personal, romantic or sexual relationships with service users.
- Share personal contact details or communicate privately with service users or families outside agreed professional arrangements without authorisation.
- Take photographs, videos or recordings of service users, their homes or confidential information using personal devices without explicit authorisation under Nursing Direct procedures.
- Discuss service users or their families on social media or share information that could identify them.

Any concerns about professional boundaries, including requests from service users or families that place you in an uncomfortable position, must be discussed with your Care Coordinator or Clinical Lead.

CONFIDENTIALITY AND RECORD KEEPING

All staff have a duty to protect personal, medical and confidential information.

You must:

- Only access information necessary for your professional responsibilities.
- Maintain confidentiality regarding service users, families, colleagues and Nursing Direct's operations.
- Ensure care records are accurate, factual, timely and completed in accordance with Nursing Direct procedures.
- Record care delivered, observations, concerns and relevant changes in presentation using the approved care recording systems, including OneTouch where applicable.
- Never falsify, alter inappropriately or retrospectively complete records in a misleading manner.
- Never share passwords, login details or confidential information with unauthorised individuals.
- Report any actual or suspected confidentiality or data protection breach promptly.

Care records form an essential part of safe care delivery, communication and clinical governance. Incomplete or inaccurate records may compromise service-user safety.

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SAFEGUARDING, INCIDENT REPORTING AND RAISING CONCERNS

Protecting service users from abuse, neglect, avoidable harm and unsafe practice is everyone's responsibility.

All staff must remain alert to safeguarding concerns and act promptly when concerns arise.

You are required to:

- Report safeguarding concerns, accidents, incidents, near misses and unsafe practice promptly, following Nursing Direct's reporting and escalation procedures.
- Take immediate action to protect a service user where there is an immediate risk of harm, including contacting emergency services where necessary.
- Inform Nursing Direct of any significant changes in a service user's health, behaviour, presentation or care requirements.
- Accurately document incidents and concerns using the appropriate reporting systems.
- Cooperate fully and honestly with safeguarding enquiries, investigations and incident reviews.
- Challenge or escalate poor practice, inappropriate conduct or behaviour that could compromise safety.

You must never ignore, conceal or delay reporting a safeguarding concern or serious incident.

Nursing Direct encourages staff to raise concerns openly. Where staff believe concerns have not been appropriately addressed, they should follow the Whistleblowing Policy and may raise concerns with the appropriate external authority.

Staff who raise genuine concerns in good faith must not be subjected to victimisation or retaliation.

PROFESSIONAL REGISTRATION AND ACCOUNTABILITY

All registered nurses working through Nursing Direct must maintain current registration with the Nursing and Midwifery Council (NMC) and comply with the NMC Code.

The four themes of the NMC Code are:

1. Prioritise people.
2. Practise effectively.
3. Preserve safety.
4. Promote professionalism and trust.

Healthcare assistants, carers and support workers are expected to follow the Code of Conduct for Healthcare Support Workers and Adult Social Care Workers in England, alongside Nursing Direct's own policies and procedures.

All staff must work within their scope of practice, maintain relevant training and competencies, and take responsibility for their professional development.

Any restrictions, conditions or changes affecting professional registration or fitness to practise must be disclosed to Nursing Direct promptly.

COMPLIANCE WITH NURSING DIRECT POLICIES

This Code of Conduct should be read alongside Nursing Direct's policies and procedures, including those relating to safeguarding, medicines management, incident reporting, confidentiality, information governance, professional boundaries, whistleblowing and health and safety.

All staff are responsible for familiarising themselves with the policies relevant to their role and ensuring they remain up to date with any changes communicated by Nursing Direct.

Failure to meet the standards outlined in this Code may result in further investigation and appropriate action, including removal from assignments, in accordance with applicable procedures.



OUR COMMITMENT TO SAFE AND PROFESSIONAL CARE

At Nursing Direct, the quality and safety of the care we provide depends on the professionalism, competence and integrity of every member of our workforce.

We expect all staff to take responsibility for their actions, communicate openly, raise concerns when necessary and consistently place the safety, dignity and wellbeing of service users at the centre of their practice.

If you are ever unsure about your responsibilities, the care you are delivering or the safety of a service user, please contact your Nursing Direct Care Coordinator or Clinical Lead for guidance.

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