

AMERICAN ACADEMY OF AUDIOLOGY CORE VALUES

ADVOCACY

PATIENT ADVOCACY

- To advocate for the hearing and balance health care of all persons by speaking on their behalf, furthering their treatment progress, protecting their rights, helping them obtain information, and promoting accessible, individualized, understandable, and cost-effective hearing care.

ACTIVISM

- To commit to the greater community on issues related to hearing health care through clinical service, education, research, and input on public policy.

CULTURAL SENSITIVITY AND DIVERSITY

- To value diversity and to treat all patients fairly and equally without discrimination on the basis of race, ethnicity, creed, religion, disability, sex, age, sexual orientation, or national origin.

EDUCATION

EVIDENCE-BASED PRACTICE

- To practice according to best clinical practices for making decisions about the diagnosis, treatment, and management of persons with hearing and balance disorders, based on the integration of individual clinical expertise and the best available research evidence.

ACCOUNTABILITY AND COMPETENCY

- To accept the responsibility and obligation of the profession to produce research, to apply theoretical knowledge to practice, and to display competence in a specialized body of knowledge and skills.

LEADERSHIP

INTEGRITY

- To behave in a trustworthy manner, adhering to ethical conduct, and acting honestly and responsibly in interactions with patients.

QUALITY

- To provide consistent, cost-effective, high-quality care that is compliant with professional standards, applicable laws, and regulations for individuals with hearing and balance disorders.

PROFESSIONALISM

- To practice so that one's behaviors, attitudes, actions, and inactions demonstrate respect for patients, colleagues, and other professionals, to ensure a team approach in the provision of hearing and balance health-care services.

PUBLIC AWARENESS

PUBLIC RELATIONSHIPS

- To be involved in community and professional organizations to improve access to information, quality of services, and quality of life while adhering to our professional *Code of Ethics*.

RESEARCH

INNOVATION

- To support innovative research and to implement new or modified technology, diagnostic/treatment methods, or practice management processes as a means for improving audiological services and care.