



DERMA

Privacy and Decency Policy

Document Control

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Policy Objective

Derma Reading ("the Organisation") regards privacy and decency as a key aspect of its service delivery process and will seek to uphold the highest requirements at all times.

Relevant CQC Fundamental Standard/H+SC Act Regulation (2014)

- Regulation 10: "Dignity and respect".

Policy

The organisation prides itself on the high priority being given to ensuring that our patients/service users are always treated with dignity and respect. We regard this as essential if they are to feel that they are being treated as individuals, and also give us the trust that is necessary in providing quality services.

Our policy is that the following actions will be taken in order to promote the privacy and dignity of our patients/service users:

- Making available a chaperone whenever necessary and desirable. *See policy on Chaperoning*
- Offering a choice of therapist whenever possible, in particular a choice between a female and a male doctor when this is required for reasons of cultural sensitivity.
- Recognising the need for privacy when conducting any intimate, intrusive or complex therapeutic interventions.
- Making sure that consent to treatment is always obtained in advance when this is necessary and desirable.

- Avoiding the excessive use of clinical jargon which may not be fully understood by the patient/service user.
- Avoiding the use of abbreviations that might be confusing for patients/service users and their carers.
- Offering a choice of options when referring patients/service users so that informed choice can be made.
- Ensuring that any language difficulties are identified and appropriate interpreting and/or translating services made available as necessary.
- Making sure that forms, posters, signs, etc are in easy-to-understand format so that patients/service users are not embarrassed by having to ask.
- Acknowledging the right of patients/service users to refuse treatment and therapies.
- Always involving patients/service users and their carers closely in decisions about their individual care.
- Ensuring that confidentiality is maintained, including consulting in private to ensure confidential information is not overheard. *See policy on Confidentiality.*
- Ensuring that all staff behave professionally and with discretion towards all patients/service users and their visitors at all times
- Not stereotyping patients/service users based on perceived characteristics
- Patients/service users will be addressed by their preferred method and title. Mr, Mrs etc will be the usual form of address by staff.

Dignity in Care

This policy supports the “Dignity in Care” campaign promoted by the Department of Health and requires staff to adopt and implement the Dignity Challenge. High quality services that respect people’s dignity should:

- ✓ Have a zero tolerance of all forms of abuse
- ✓ Support people with the same respect that you would want for yourself or a member of your family.
- ✓ Treat each person as an individual by offering a personalised service
- ✓ Enable people to maintain the maximum possible level of independence, choice and control
- ✓ Listen and support people to express their needs and wants.
- ✓ Respect people’s rights to privacy
- ✓ Ensure people feel able to complain without fear or retribution
- ✓ Assist people to maintain confidence and a positive self esteem

- ✓ Act to alleviate people's loneliness and isolation.