



Code of Conduct & Professional Responsibility

For Wisconsin Benefits Specialists

PREAMBLE

The role of the Wisconsin Benefits Specialist is to provide quality information that empowers customers/clients, either receiving or pursuing eligibility for public and/or private benefit programs, make informed decisions relating to employment, healthcare coverage, and their financial/economic well being. The Benefits Specialist Code of Conduct and Professional Responsibility serves to:

- Summarize the ethical principles that reflect the profession's core values
- Establish standards of conduct used to guide professional practice
- Assist beneficiaries and customers/clients in identifying standards of practice

Accountability of the profession is expressed through a set of core values. These values represent a field that is continually evolving, yet is firmly based in providing quality information in a consistent, ethical context. These principles represent the foundation upon which the field was developed and applies to current practice:

- Integrity
- Objectivity
- Competence
- Fairness
- Confidentiality
- Professionalism

The Benefits Specialist Code of Conduct and Professional Responsibility is intended to be used by individual practitioners, agencies, organizations, and bodies (i.e. licensing and regulatory boards, professional organizations, agency boards of directors, government agencies, and other groups) that opt to use it as a frame of reference for quality assurance and professional activities. A code of conduct cannot guarantee ethical behavior, however, it sets forth values, principles, and standards to which practitioners strive and their actions can be compared.



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PRINCIPLES

1. Integrity

Practitioners shall act with honesty and sincerity in all professional and fiduciary relationships and behave in a trustworthy manner with customers/clients, the public, and other practitioners.

2. Objectivity

Practitioners shall always maintain objectivity/impartiality in their relationships with and work products for customers/clients.

3. Competence

Practitioners shall acquire, maintain, and promote technical competence at a level that ensures the highest level of quality service provision and public image.

4. Fairness

Practitioners shall embrace inclusive excellence demonstrating respect for customers/service recipients diverse backgrounds including, but not limited to, age, gender identity, race, ethnicity, culture, disability, national origin, religion, sexual orientation, language, or socioeconomic status.

5. Confidentiality

Practitioners shall ensure customer/client information, in all medium, shall be maintained in such a confidential manner that meets or exceeds all applicable laws and regulations.

6. Professionalism

Practitioners shall treat all customers/clients and professionals with dignity and respect at all times. All professional service delivery shall be timely and thorough.

Developed by the Wisconsin Benefits Specialist Quality Assurance Task Force

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