

National Alliance for Care at Home Code of Ethics

The National Alliance for Care at Home is the leading authority in transforming care in the home, wherever that may be for those in the service of our members. We believe that individuals deserve to receive compassionate, high-quality care in the setting they are most comfortable. As a national organization representing providers, dedicated professionals, partners, and advocates, we are committed to upholding the highest ethical standards in our work and promoting a culture of trust, respect, and responsibility across the care-at-home landscape.

This Code of Ethics establishes the foundational principles and ethical standards the association wishes to foster within its communities. It defines standards based upon core values designed to guide our conduct as a profession, inform our decisions, and shape the way we interact as members. Additionally, the Code of Ethics functions as a beacon for how we serve and interact with patients, families, and the broader healthcare community. It reflects our unwavering dedication to integrity, compassion, fairness, accountability, professionalism, and collaboration.

We recognize that our provider members deliver health care in many settings that may not be traditionally recognized as “home”. Whether in an outpatient setting, general inpatient facility, acute care environment, or other living communities, we use the word “home” as a general descriptor. The following ethical standards apply regardless of the location of care, member category, or other distinguishing qualities.

1. Commitment to High-Quality, Compassionate, & Person-Centered Care

We believe that every person deserves to receive care wherever they call home that is not only clinically sound but also compassionate, respectful, and centered around their unique needs and goals.

- Prioritize the physical, emotional, social, and spiritual well-being of individuals receiving care in the home.
- Deliver care with empathy, kindness, and understanding, recognizing the humanity of every patient and family served.

- Support person-centered care models that respect individual preferences, promote autonomy, and involve patients, caregivers and families in decision-making.
- Promote equitable access to home-based care, especially for underserved or vulnerable populations, and work to eliminate barriers that contribute to disparities in care.

2. Integrity, Fairness, and Transparency

We hold ourselves to the highest standards of integrity and fairness, ensuring that our work is carried out with honesty, consistency, and a strong sense of purpose.

- Conduct all organizational, professional, and advocacy efforts in a manner that is honest, ethical, and fair.
- Provide accurate, clear, and timely communication to members, stakeholders, and the public.
- Make decisions based on merit, facts, and values—free from bias, favoritism, or undue influence.
- Recognize and disclose any real or perceived conflicts of interest, and act in ways that maintain public and professional trust.
- Be transparent in our policies, actions, and use of resources, welcoming accountability and public confidence.

3. Respect, Professionalism, and Collaboration

We promote a culture of mutual respect and professionalism that empowers individuals and organizations to work together in pursuit of shared goals.

- Demonstrate professionalism in every role, adhering to high standards of conduct, competence, and accountability.
- Maintain respectful, constructive relationships across professional roles and organizational lines.
- Foster collaboration and information-sharing within and beyond our membership to elevate the understanding of the breadth and depth of what care can be delivered wherever patients define home.
- Encourage diversity of thought and open dialogue to support continuous learning and mutual advancement.

4. Confidentiality, Compliance, and Ethical Responsibility

We are dedicated to protecting confidentiality, maintaining compliance, and acting ethically in every aspect of our operations and relationships.

- Safeguard personal, organizational, and sensitive data entrusted to us through responsible policies and practices.
- Respect confidentiality in all communications and care-related matters, in accordance with legal and ethical standards.
- Comply with all applicable federal, state, and local laws, as well as professional standards, in home-based care operations and advocacy.
- Take ownership of ethical challenges by addressing concerns transparently, respectfully, and in a timely manner.
- Promote an internal culture of accountability and ethics through leadership that reinforces organizational values.

5. Advocacy, Leadership, and Stewardship

We lead with purpose by advocating for policies, programs, and innovations that improve care in the home and protect those who depend on it.

- Serve as a credible and expert voice on behalf of the care at home community at the national, state, and local levels.
- Advocate for legislative and regulatory changes that expand access, improve quality, support the workforce, and strengthen the sustainability of home-based care.
- Use our platform to educate the public, policymakers, and stakeholders about the value of care in the home.
- Act as stewards of trust and influence, using our leadership to create lasting positive impact for patients, providers, and communities.
- Promote continuous innovation, research, and education to help the field evolve and meet emerging needs with integrity and foresight.