



NPRA Code of Ethics

The NPRA Code of Ethics governs the ethical and professional conduct of NPRA agents, affiliates and Certified Placement and Referral Specialists (CPRS) in working with clients, the public, and healthcare professionals. NPRA has established a Code of Ethics that NPRA agent members nationally pledge to abide by, thereby earning the right to refer to themselves as an “NPRA Agent”.

ARTICLE I: An NPRA agent, affiliate or CPRS shall be guided by the NPRA’s Code of Ethics whether working with clients, the public, or other healthcare professionals.

ARTICLE II: The needs of the client shall always be the primary consideration for any referral made by an NPRA or CPRS agent.

ARTICLE III: An NPRA agent or CPRS shall provide safe and effective guidance to families in need.

ARTICLE IV: An NPRA agent or CPRS shall provide equal and fair treatment to all clients, fellow NPRA professionals, and other non-members in the industry.

ARTICLE V: An NPRA agent or CPRS shall observe all applicable local, state, and federal laws governing placement and referral. This includes, but is not limited to, Medicare and Medicaid policies regarding vendor visitation, gifting, and compensation for referrals. An agent will neither compensate nor pay an employee of these organizations for a referral.

ARTICLE VI: An NPRA agent or CPRS shall advise the client without pressure or coercion.

ARTICLE VII: An NPRA agent or CPRS shall report any witnessed incidents of elder abuse or suspected abuse to appropriate authorities.

ARTICLE VIII: An NPRA agent or CPRS shall respect the right of the senior care provider to perform an independent assessment before accepting a prospective resident. An NPRA agent or CPRS shall not pressure or inappropriately influence a property to accept any client.

ARTICLE IX: An NPRA agent or CPRS shall not engage in 'churning', which is defined as relocating a client previously placed by that agent for additional economic gain. Only a client, client representative, or the property and not an NPRA agent or CPRS should initiate such a relocation. If consulted, an NPRA agent or CPRS shall encourage all parties to work to keep the resident in place and relocate only if it is in the best interests of the resident.

ARTICLE X: Any person representing themselves as a CPRS shall complete CEU credits and any other requirements determined by the NPRA for maintaining certification.

ARTICLE XI: An NPRA agent or CPRS shall maintain confidentiality of client information and use it only in manners permitted by the client and allowed by law.

ARTICLE XII: An NPRA agent or CPRS shall be knowledgeable about state laws and regulations impacting senior placement decisions, including, but not limited to those regarding residency agreements, refund policies, behavioral placements, and caregiver and manager training.

ARTICLE XIII: An NPRA agent or CPRS shall be knowledgeable about senior industry resources in the regions they serve.

ARTICLE XIV: An NPRA agent or CPRS shall refer out clients whose needs fall outside the agent's expertise.

ARTICLE XV: An NPRA agent or CPRS shall assist with the investigation by NPRA of any grievances lodged against the NPRA agent or CPRS with respect to the Code of Ethics and shall respect any disciplinary actions that are taken.

Article XVI: Any punitive action taken against an NPRA agent, affiliate or CPRS by any local or state regulating authority FOR ANY ACTIONS WHICH OCCURRED AFTER THEIR ORIGINAL OR CURRENT MEMBERSHIP DATE may be submitted by a member or non-member to the national ethics committee for review of the person's membership or certification.

Article XVII: Eligibility for NPRA membership is contingent upon the applicant's demonstrated good character, which includes honesty, integrity, and ethical professionalism. The NPRA reserves the right to suspend membership during its assessment as to whether to revoke membership based on a thorough review of an individual's or entity's background.

NPRA agents and CPRS certification holders make a professional commitment to follow this Code of Ethics. Although NPRA does not guarantee or track compliance, NPRA investigates allegations of violations when received and takes appropriate disciplinary actions.