

### Definition

Professionalism encompasses the individual's representation of the institution and the values & expectations of one's profession.  
Professionalism is measured by assessment of conduct, communication, image, values, and ethics.

### Framing Language

This professionalism rubric is designed for use in a wide variety of healthcare educational programs. Users of this rubric should, in the end, consider making adaptations and additions that clearly link the language of the rubric to individual program contexts. This rubric focuses assessment on how professionalism is displayed in different contexts. The central questions that will be answered by administering the rubric are: "What are the character traits that you may measure your own or another's professionalism by?" "How well does an individual exhibit the actions, behaviors and attitudes of a professional?"

### Glossary

*The definitions that follow were developed to clarify terms and concepts used in this rubric only.*

**Conduct:** Reliability: attendance, punctuality, time management, follows published policies,  
Professional demeanor: respects relationships, non-judgmental; empathy; enthusiasm; patience; confidence, open-minded; motivation  
Quality of work/work ethic: Uses resources; flexibility/adaptability; preparedness; desire to learn.  
Responsibility; dependability; accountable  
Initiative (undertaking & completing tasks)

**Communication:** Appropriate language/terminology as a professional activity:  
verbal, nonverbal, written/electronic

Collaboration: Resolves conflict/team player; supportive; willing; helpful

Courtesy; demonstrates respect for patients, families & team members incorporating cultural sensitivity, and an understanding of diversity, equity, and inclusion

**Image:** Conformance to dress code for each setting; wears ID appropriately; well-groomed personal presentation.

**Values:** Advocacy of LLU Core Values<sup>1</sup>: Compassion, Excellence, Humility, Integrity, Justice, Teamwork, Wholeness

**Ethics:** confidentiality (HIPPA/FERPA compliance); discretion; fairness; responsibility; citizenship; professional code of ethics

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<sup>1</sup> LLU Core Values: <https://home.llu.edu/about-llu/mission-and-values> (see bottom of page)

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<b>Conduct</b>	Consistently models professional demeanor, behavior and complies with published policies.	Exhibits professional demeanor, behavior and complies with published policies.	Inconsistently exhibits professional demeanor, behavior and/or complies with published policies	Lacks professional demeanor, behavior and/or does not follow published policies.
<b>Communication</b>	Consistently models appropriate and relevant communication.	Exhibits appropriate and relevant communication.	Inconsistently models appropriate and relevant communication.	Lacks appropriate and relevant communication.