



Why We Join NAPR: For the Ethics by NAPR President Bob Bregant

When I left a hospital leadership position 20 years ago to join a friend's recruiting firm, my single biggest question was whether I was making a mistake, joining an industry with the stereotype of having a questionable reputation. One of my first acts was to research whether there was an opportunity to network with agencies that did not reflect that image. That quest led me to the NAPR.

Since joining the association, I have had the pleasure of meeting many industry leaders and members that hold the values of ethics in high regard. In fact, over the last year the members of the NAPR Board of Directors have been reaching out to members to get their input on our strategic direction. Overwhelmingly, the number one reason cited by members for joining NAPR is to be associated with high ethical standards.

*"In an industry where trust means everything, a basic building block of integrity for any firm should start by first becoming a NAPR member, and then by proudly displaying the NAPR logo. This signals the principles your company holds dear, because by being a member, you've agreed to abide by the highest ethical standards." - **Scott Edwards, CEO, Adaptive Medical Partners***

*"As an independent search firm who is guided by their values of, integrity, service, dedication, and loyalty, being a member of NAPR is important. NAPR's integrity of ethics and bylaws is important to Adkisson Search; the reason we have been a member over the past 19 years. Just as healthcare organizations must be approved by governing bodies, NAPR is the governing body for recruitment firms. We don't collaborate with firms that are not part of NAPR." - **Michelle S. Houchin, MSL, CMPE, President, Adkisson Search Consultants***

The COVID-19 pandemic has brought many challenges in sustaining our businesses. Promoting your membership in NAPR, as the premier group of recruiting agencies and practitioners abiding by high ethical standards, can provide you a competitive advantage as you network with prospective clients and candidates. NAPR's **10 Commandments** embodies the recruiting best practices that distinguishes its members apart from others in the industry, and our Code of Ethics sets forth the manner by which each of our member organizations is obligated to fulfill its obligations to other NAPR members, clients, clinicians and the general public: with honesty, objectivity, integrity, quality and competency.

We are developing a new webinar that members can utilize for staff training. We will be bringing back a newsletter column, Dear Miss Deed, which provides case study educational vignettes demonstrating best practices. We will also begin a stronger promotion to differentiate NAPR members, based on our ethical standards, to candidates and prospective clients. If you haven't already, I encourage you to download the NAPR logo from our website and add it to your company website and email signature to help promote the brand and your identity with it.

Thank you for your continuing support of the NAPR and your commitment to conducting business in a manner which reflects positively on the profession and the association.