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11. Attempt to provide the best possible care under any circumstance. A midwife may not refuse to attend or abandon a client in active labour.
12. Build a professional reputation based upon the midwife's ability and integrity and advertise professional services only in a manner that upholds the dignity of the profession.
13. Avoid the use of professional qualifications in the promotion of commercial products, in order to maintain the independence of professional judgment.
14. Refuse to accept any gift, favour or hospitality, which might reasonably be seen to create conflict of interest.
15. Assume responsibility for complying with the mandatory reporting requirements of the *Regulated Health Professions Act*.
16. Strive to maintain and improve professional knowledge and competence.
17. Facilitate ethical research in midwifery practice.
18. Assist health care practitioners and students to develop and maintain professional competence.

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