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Principles and Practice of Physical Rehabilitation



Neeta J Vyas
Megha S Sheth
Srishti S Sharma
Priyasingh B Rangey





Highlights

- Comprehensive
- Richly illustrated
- Case scenarios
- Easy to remember boxes
- Clinical pearls
- Review questions

JAYPEE

Contents

SECTION 1: EVALUATION STRATEGIES

1. Clinical Decision-making in Physiotherapy 3
Nehal Shah, Megha S Sheth

- Clinical Decision-making/Clinical Reasoning 4
- International Classification of Functioning, Disability and Health 10
- Evidence-based Practice 10
- Assessment 11
- Goals and Management 12
- Documentation 12

2. Ethics in Physiotherapy 14
Megha S Sheth, Neeta J Vyas

- Principles of Ethics 14
- Rules of Ethics 15
- Application of Values in Rehabilitation 15
- Ethical Rules and Guidelines by the Indian Association of Physiotherapists 16
- Rights of Patients 16
- Therapists Rights 16
- Ethics in Research 16

3. Musculoskeletal Assessment 23
Saravanan M

- Subjective Examination 24
- Objective Examination 28
- Brief Note on Differential Diagnosis 41

4. Neurological Assessment 43
Suvarna Ganvir

- Patient History 44
- General Examination 45
- Systems Review 45
- Observation and Palpation 45
- Neurological Examination 45
- Cranial Nerve Examination 50
- Sensory Assessment 53
- Motor Examination 56
- Co-ordination Assessment 61
- Assessment of Balance 62
- Assessment of Gait 66
- Hand Evaluation 67
- Functional Assessment 69

5. Cardiorespiratory Assessment 71
Dipali Rana, Neeta J Vyas

- Problem-oriented Medical Records 71
- Demographic Details 72
- History 72
- Subjective Assessment 73
- Objective Assessment 77
- International Classification of Functioning, Disability and Health Assessment 93

6. Assessment of Gait 95
Saravanan M

- Purpose of Gait Analysis 95
- Gait Mechanics 96
- Gait Assessment/Analysis 105
- Clinical Application of Instrumented Gait Analysis 110

7. Electrodiagnosis 114
Megha S Sheth, Priyasingh Rangey

- Faradic–Galvanic Test/F and G Test/ Faradic and Interrupted Direct Current Test 117
- Reaction of Degeneration Test 117
- Strength–Duration Curve 117
- Galvanic Twitch-Tetanus Ratio 120
- Nerve Conduction Studies 120
- Electromyography 128
- H Reflex 137
- F Wave 138
- Documentation and Reporting 139
- Other Electrodiagnostic Tests 140

8. Assessment of Function 142
Amit V Nagrale

- International Classification of Functioning, Disability and Health 143
- Examination of Function 144
- Measures of Functional Assessment 144
- Functional Instruments 145
- Selected Instruments for Assessing Function 146

9. Assessment of Environment 157
Amit V Nagrale
- Community Design, Physical Activity, and Health: A Conceptual Model 158
- Home Environment 158
- Work Environment 166
- Legislations 171

SECTION 2: INTERVENTION STRATEGIES

10. Pain Assessment and Management 179
Megha S Sheth, Priyasingh Rangey, Srishti S Sharma
- Theories of Pain 180
- What is Pain? 183
- Physiology of Pain 184
- Classification of Pain 189
- Psychosocial Implications of Pain 191
- Pain Assessment 193
- Pain Management 200

11. Mobility Aids and Orthosis 210
Shyam Ganvir
- Mobility Aids 212
- Preparation for Walking/Gait Training 212
- Principles 213
- Types 213
- Mobility/Walking Aids for Individuals with Limb Deficiency 223
- Orthotics in Mobility 226
- Upper Limb Orthoses 226
- Splints 228
- Lower Extremity Orthoses 229
- Trunk Orthoses 237

12. Yoga 243
Megha Jayswal, Megha S Sheth
- Yoga as Traditional Medicine 243
- Reasons Leading to Modification of the Mind 244
- Limbs or Stages of Yoga 245
- Yogasana 246
- Suryanamaskar 247
- Savasana (The Corpse Pose) 250
- Pranayama 251
- Yoga and Physiotherapy 255
- Benefits of Yoga 255

13. Assistive Technology and Environment Modification 262
Anu Arora
- Empowering Abilities Through Assistive Technology 262
- Introduction to Assistive Technology: Definition, Purpose, and Goals 262
- Human Activity Assistive Technology Model 263
- Assistive Technology: Areas of Application 263
- Salient Features and Types of Assistive Technology 264
- Assistive Technology for Management of Neurological Conditions 264
- Assistive Technology Devices for Students with Special Needs 265
- Devices for Daily Life 266
- Assistive Technology for Mobility Impairments 266
- Assistive Technology and International Classification of Functioning, Disability, and Health 268
- Benefits of Assistive Technology 268
- Barriers to Assistive Technology 269
- Assistive Technology: Future Trends and Applications 269
- Environmental Modifications 269
- Assistive Technology: The Path Ahead 272

14. Strategies to Improve Motor Control and Motor Learning 274
Shraddha Diwan
- Prerequisition for Improvement in Motor Function 274
- Motor Control 275
- Motor Learning 275
- Stages of Motor Learning 276
- Constraints on Motor Control and Learning 276
- Interventions to Improve Motor Function and Motor-learning Strategies 277
- Interventions to Improve Motor Control 278
- Interventions to Improve Postural Control and Balance 280
- Interventions to Improve Co-ordination and Agility 283

- Interventions to Improve Gait and Locomotion 283
- Interventions to Induce Relaxation 283
- Neurodevelopmental Treatment 283
- Neuromuscular Facilitation 284
- Sensory Stimulation Techniques 285
- Biofeedback 286
- Neuromuscular Electrical Stimulation 286
- Compensatory Interventions 286

SECTION 3: MANAGEMENT STRATEGIES

15. Ischemic Heart Diseases 291
Neepa H Pandya

- Risk Factors 292
- Pathophysiology 292
- Assessment 293
- Management of Ischemic Heart Disease 294
- Exercise Performance 295
- Cardiac Rehabilitation 297
- Outcomes 302
- Psychosocial Issues in Ischemic Heart Disease 303

16. Chronic Obstructive Pulmonary Disease 305
Neepa H Pandya

- Respiratory Anatomy 305
- Respiratory Physiology 306
- Risk Factors 306
- Classification 307
- Pathophysiology 307
- Diagnosis 308
- Impairments Associated with Chronic Obstructive Pulmonary Disease 309
- Management 310
- Pulmonary Rehabilitation 313
- Psychosocial Issues in Chronic Obstructive Pulmonary Disease 320

17. Peripheral Vascular Diseases 330
Mariya Jiandani

- Anatomy and Physiology of Peripheral Vascular Systems 330
- Diseases of Peripheral Vascular System 332
- Assessment of Peripheral Vascular Disease 338
- Management of Vascular Disorders 344
- Vascular Ulcers and Healing 350
- Electrotherapy in Vascular Disorders 353

18. Spinal Disorders 357
Sheshna Rathod, Dinesh Sorani

- Cervical Spine 358
- Classification Models of Neck Pain 358
- Evaluation 358
- Clinical Presentation 361
- Physiotherapy Management 363
- Lumbar Spine 367
- Classification of Back Pain 367
- Evaluation 367
- Clinical Presentation 371
- Physiotherapy Management 373
- Miscellaneous Conditions 377

19. Shoulder Conditions 389
Deepak B Anap

- Frozen Shoulder 390
- Rotator Cuff Pathology 392
- Shoulder Instability 393
- Supraspinatus Tendinopathy 396
- Subscapular Tendinopathy 397
- Bicipital Tendinopathy 397
- Subacromial Bursitis 398
- Osteoarthritis of the Shoulder Joint 400
- Acromioclavicular and Sternoclavicular Joints 402
- Scapular Dyskinesis 402
- Labral Tear 404
- Thoracic Outlet Syndrome 404
- Shoulder Rehabilitation 406

20. Elbow, Wrist, and Hand Conditions 422
Ajit Dabholkar, Tejashree Dabholkar

- Rehabilitation of Post-traumatic Stiff Elbow 423
- Lateral Elbow Tendinopathy 426
- Golfer's Elbow 427
- Elbow Injury in Throwing Athletes 429
- Complex Regional Pain Syndrome 430
- Crush Injuries of Hand 432
- Rheumatoid Hand 434
- Peripheral Nerve Injuries and Entrapment Neuropathy 438
- Cumulative Trauma Disorders of Hand and Wrist 444
- The Spastic Hand 447
- The Burnt Hand 449
- Sports-related Wrist and Hand Injuries 450
- Wrist Ganglion 452

21. Hip Conditions 457
Surendra Wani
- Evaluation of the Hip Joint 458
- Osteoarthritis 458
- Legg–Calvé–Perthes Disease 462
- Developmental Dysplasia of Hip 464
- Slipped Capital Femoral Epiphysis/Slipped Upper Femoral Epiphysis 465
- Trochanteric Bursitis 467
- Meralgia Paresthetica 469
- Piriformis Syndrome 469

22. Knee Conditions 474
Priyasingh Rangey
- Evaluation of the Knee Joint 474
- Pathologies Related to the Knee 477
- Rheumatoid Arthritis 486
- Osteoarthritis 487
- Bursitis 495
- Anterior Knee Pain Syndrome 496
- Iliotibial Band Syndrome 502
- Operative Procedures of the Knee 503

23. Ankle and Foot Conditions 509
Surendra Wani
- Assessment 510
- Congenital Talipes Equinovarus/Clubfoot 510
- Pes Planus/Flat Foot 513
- Plantar Fasciitis 515
- Metatarsalgia 517
- Ankle Sprain 518
- Chronic Ankle Instability 522
- Achilles Tendinitis 524
- Rheumatoid Arthritis in Ankle Joint 525
- Gouty Arthritis in Ankle Joint 526
- Foot Drop 527
- Tarsal Tunnel Syndrome 528

24. Arthroplasties 532
Nipa Shah
- Hip Arthroplasty 533
- Total Knee Arthroplasty 539
- Shoulder Arthroplasty 545

25. Amputation and Prosthesis 551
Rutvik Purani, Srishti S Sharma
- Levels of Amputation 552
- The Surgery 552
- Healing Process 555
- The Postsurgical Dressings 555
- Physical Therapy Examination and Intervention 556
- Upper Extremity Prostheses 560
- Lower Limb Prostheses 564
- Prosthetic Examination 576
- Determining Prosthetic Potential 581

26. Stroke 585
Prakash V
- Burden of Illness 586
- Risk Factors for Stroke 586
- Types of Stroke 586
- Pathophysiology 588
- Stroke Syndromes 588
- Sequelae of Stroke 590
- Stroke Prevention 590
- Diagnosis of Stroke and Investigations 591
- Management of Stroke 591
- Rehabilitation 593
- Instructions for Patient/Caregiver 609
- Recovery and Outcomes 609

27. Vestibular Rehabilitation 612
Palak Mulji
- Anatomy and Physiology of the Vestibular System 612
- Vestibular System Disorders 616
- Vestibular Hypofunction Assessment 620
- Treatment for Vestibular Hypofunction 622

28. Spinal Cord Injuries 627
Yagna Unmesh Shukla
- Basic Anatomy of Spinal Cord 627
- Causes of Spinal Cord Injury 629
- Mechanism of Injury 629
- Classification of Spinal Cord Injury 629
- Clinical Features of Spinal Cord Injury 629
- Impairments in Spinal Cord Injury 630
- Assessment and Outcome Measures 633
- Prognosis 633
- Rehabilitation of Spinal Cord Injury 634
- Physiotherapy Management 636
- Complications of Spinal Cord Injury 644

29. Parkinson's Disease 647
Sucheeta Golhar, Chetali Paliwal
- Epidemiology 648
- Etiology and Pathophysiology 648
- Clinical Presentation 650
- Medical Diagnosis 652

- Clinical Course 652
- Management 654
- Treatment Strategies 655
- Treatment Considerations 657
- Psychosocial Issues in Parkinson's Disease 660

30. Cerebellar Ataxia 663
Asmita Karajgi

- Anatomy of Cerebellum 663
- Functional Role of Cerebellum 664
- Etiology 665
- Differential Diagnosis 666
- Clinical Presentation 666
- Physiotherapy Assessment 667
- Assessment of Motor Skills 669
- Physiotherapy Management 670
- Psychosocial Burden 673

31. Motor Neuron Disease 678
Shivani Verma, Megha S Sheth

- Amyotrophic Lateral Sclerosis 678
- Spinal Muscular Atrophy 682
- Primary Lateral Sclerosis 682
- Hereditary Spastic Paraplegia 682
- Pseudobulbar Palsy 683
- Progressive Muscular Atrophy 683
- Management 683

32. Myopathies 692
R Harihara Prakash

- Classification and Types of Myopathy 693
- Common Clinical Features of Myopathies 693
- Muscular Dystrophy 695
- Distal Myopathies 698
- Myotonic Muscular Dystrophy 698
- Inflammatory Myopathy 699
- Infectious Myopathies 700
- Myopathy in Endocrine Diseases 700
- Diagnostic Tests 700
- Complications of Myopathy 700
- Medical Management of Myopathy 702
- Physical Therapy Rehabilitation 702
- Physical Therapy Management 705

33. Peripheral Neuropathies 713
Shivani Verma, Megha S Sheth, Srishti S Sharma

- Epidemiology 713
- Classification of Polyneuropathy 714
- Immune-mediated Neuropathies 715
- Chronic Inflammatory Polyradiculoneuropathy 718
- Chemotherapy-induced Neuropathy 720
- Other Toxic Neuropathies 721
- Human Immunodeficiency Virus-related Neuropathy 722
- Psychosocial Aspects of Polyneuropathy 723
- Assessment 723
- Examination 723
- Investigations 724
- Management 724

34. Multiple Sclerosis 730
Zarna Ronak Shah

- Epidemiology 730
- Pathophysiology 731
- Clinical Features 731
- Classification 732
- Investigations 733
- Differential Diagnosis 733
- Medical Management 733
- Physiotherapy Assessment 734
- Fatigue Assessment 734
- Disease-specific Measures 734
- Physiotherapy Management 734
- Psychosocial Issues 737

35. Head Injury 742
Dhara Sharma

- Prevalence and Impact 742
- Classification and Mechanism of Injury 742
- Clinical Presentation 744
- Diagnostic Procedures 745
- Prognosis 746
- Interventions 746
- Rehabilitation 748

36. Post-polio Syndrome 757
Megha S Sheth, Srishti S Sharma

- Acute Poliomyelitis 757
- History of Post-polio Syndrome 758
- Pathophysiology of Post-polio Syndrome 758
- Diagnosing Post-polio Syndrome 759
- Assessment of Post-polio Syndrome 760
- Management of Post-polio Syndrome 761

37. Cancer 768
Jaini Patel, Aashish Contractor

- Epidemiology (Cancer Incidence and Survival) 769
- Risk Factors for Cancer in India 769

- Exercise/Physical Activity and Primary Cancer Prevention 770
- Medical and Clinical Considerations 771
- Common Cancers and their Treatment 771
- Cancer Recurrence Warning Signs 775
- Side Effects of Cancer or Cancer Therapy 775
- Cancer Rehabilitation 778
- Precautions or Contraindications to Exercise for Patients with Cancer 782
- Program Implementation 783

38. Burns 796
Harita Pultsya Vyas

- Epidemiology 797
- Risk Factors 797
- Skin Anatomy 797
- Etiology 799
- Classification 799
- Pathological Changes 802
- Clinical Features 803
- Complications 803
- Burn Wound Healing 804
- Management of Burns 804
- Follow-up Care 810

39. Organ Transplant 814
Jaini Patel, Bijal Dodia, Aashish Contractor

- Indications 815
- Contraindications 815
- Eligibility and Candidacy 816
- Pretransplant Period 816
- Transplant Surgery Types 816
- Transplant Surgery 817
- Transplant Surgery Outcomes 818
- Immunosuppressive Agents 818
- Rehabilitation 818

40. Diabetes Mellitus 835
Dhruv Dave

- Etiology of Diabetes Mellitus 835
- Pathophysiology of Diabetes Mellitus 836
- Risk Factors for Development of Diabetes Mellitus 837
- Clinical Classification of Diabetes Mellitus 837
- Signs and Symptoms of Diabetes Mellitus 837
- Diagnosis of Diabetes Mellitus 838
- Treatment Modality in Type 2 Diabetes Mellitus 838
- Management of Type 2 Diabetes Mellitus 838
- Complications of Diabetes Mellitus 839
- Glycemic Control in Diabetes 840
- Physiotherapy Evaluation 841
- Role of Exercises in Diabetes Mellitus 842
- Management of Diabetic Foot 845
- Management of Diabetic Neuropathy 846
- Management of Musculoskeletal Complications 846
- Prevention Guidelines 846
- Psychosocial Burden of Diabetes Mellitus 847

41. Obesity 850
Anjali Bhise

- Classification 851
- Prevalence 851
- Causes 852
- Physiological Changes 852
- Complications 854
- Measurement 854
- Management 859

42. Pregnancy 867
Payal Gahlot

- Trimesters 868
- Complications of Pregnancy 869
- Postural Changes Associated with Pregnancy 869
- Benefits of Exercising During Pregnancy 870
- Assessment 872
- Exercises During Pregnancy 872
- Labor 881
- Postnatal Period 885
- Cesarean Section 890

43. Psychosocial Issues in Rehabilitation 894
Srishti S Sharma, Priyasingh Rangey, Neeta J Vyas, Megha S Sheth

- Epidemiology 894
- Psychosocial Adaptation 895
- Personality and Coping Styles 895
- Depression and Anxiety 897
- Anxiety 898
- Acute Stress Disorder and Post-traumatic Stress Disorder 899
- Psychosocial Wellness 900
- Substance Abuse, Agitation and Violence, and Hypersexuality 900

44. Disorders of Speech 903
Srishti S Sharma, Neeta J Vyas, Megha S Sheth, Priyasingh Rangey

- Production of Speech 903
- Epidemiology 904

- Classification of Speech Disorders 904
- Aphasia 905
- Dysarthria 907
- Apraxia of Speech 908
- Swallowing Impairment 908
- Cognitive Communication Disorders 908
- Psychosocial Aspects of Communication Disorders 908
- Implications of Speech Disorder on Physiotherapy 909

45. Health and Wellness 911

Neeta J Vyas, Srishti S Sharma

- Importance of Health Promotion and Wellness 911
- Communicable and Noncommunicable Diseases 911
- Factors Affecting Health and Wellness 912
- Health Promotion and Health Education 912
- International Classification of Functioning, Disability and Health, and Health Promotion 913
- Role of Physiotherapist in Health Promotion 913
- Terms Used in Health Promotion 913
- Theories of Behavior Change 914
- Physical Activity Model for People with a Disability 915
- Community Models 915
- Health Promotion Models 915
- Motivational Interviewing 916
- Measures of Health, Wellness, Quality of Life, and Health Behaviors 916
- Role of Physiotherapist in Health and Wellness Among People with Disability and Wellness 917

Index 919

2

CHAPTER

Ethics in Physiotherapy

Megha S Sheth, Neeta J Vyas

Learning Objectives

After reading this chapter, the readers should be able to:

- Understand what is ethics and its role in physiotherapy
- Identify the principles and rules influencing ethical practice of physiotherapy
- Describe situations where ethical conflicts arise and apply guidelines to resolve them
- Get an idea of Code of Ethics put forward by the Indian Association of Physiotherapists

Chapter Outline

- Principles of ethics
  - Autonomy
  - Beneficence
  - Nonmaleficence
  - Justice
- Rules of ethics
- Application of values in rehabilitation
- Ethical rules and guidelines by the Indian Association of Physiotherapists
- Rights of patients
- Therapists rights
- Ethics in research
  - Information to the volunteer
  - Guide to ethical research

INTRODUCTION

Medicine is a humane art. In comparison to other professions such as engineering which deals with machines and computers, physiotherapy as physiotherapists as a profession deals with lives of human beings. We are into clinical reasoning to understand the problems the management of problems and into decision making about the diagnosis and intervention. We aim to decrease suffering of a person. As a profession, we are all into physiotherapy to earn a living. But we need to understand the importance of values to take our profession further. In physiotherapy, we have an oath similar to Hippocrates oath in Western medicine which states that we should practice ethically.

Ethics is the inner force that provides standards of practice. It is the difference in knowing the right thing and doing the right thing.

Each profession has its Code of Ethics and so does physiotherapy. Code of Ethics is a set of moral norms developed by a professional group. The World Confederation of Physical Therapy (WCPT) and the Indian Association of Physiotherapy (IAP) provide Code of Ethics for practicing physiotherapy. Ethics includes:

1. Providing honest quality care to a patient
2. Respecting rights, knowledge, and skills of colleagues and other health professionals.

Ethics needs to be applied to or followed in all fields of practice of physiotherapy.

1. Clinical practice
2. Research
3. Teaching

PRINCIPLES OF ETHICS

There are four moral principles which form the foundation of health care ethics:

1. Autonomy
2. Beneficence
3. Nonmaleficence
4. Justice

Three ethical rules follow these principles and complete the code:

1. Veracity
2. Confidentiality
3. Fidelity

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Autonomy

"Auto" means self and "nomy" means rules. It is the right to choose for one's life. The patient has the right to choose the treatment which he thinks or finds suitable. A prerequisite for this principle is that the patient be provided accurate and relevant information. Information should be regarding the condition and the management options with the benefits and harm of the options. Once the patient has been provided the information, he/she should be in a position to make a choice of the treatment. Evidence-based practice now considers the patient to have an important role in decision making.

Beneficence

This means doing what is best for the patient. A physiotherapist should work in a manner benefitting to patient. This is especially important when the patient is at risk of harm. One should exercise sound judgment in deciding the cause of the problem and then making a decision regarding the management. The therapist should show professional competence in all decisions taken in benefit of the patient. It is the duty of a physiotherapist to promote high standards of practice. WCPT recognizes physical therapists as autonomous professionals who should have the freedom to exercise their professional judgment and decision making within the scope of physiotherapy practice. India is still working on laws regarding autonomous practice by physiotherapists. We need to work to take the profession a step further. The World Health Organization (WHO) now advocates first-hand practice by physiotherapists. This needs us to follow all principles of ethics.

Nonmaleficence

The word means "Do no harm." We should work in such a way that we prevent harm and not injure a patient. In physiotherapy, an error of "not doing good" to a patient is acceptable in comparison to "doing harm". Respect privacy of the patient with regards to exposure of body parts and always take prior permission. Harm should not be physical only, but psychological trauma should also be avoided too.

Justice

Justice needs to be followed in the following areas:

- **Fairness**: Be fair in behavior toward all patients. Do not be biased toward any patient.
- **Distributive**: Therapist resources such as time and skills should be equally distributed.
- **Compensatory**: If some injustice has been done to the patient, knowingly or unknowingly, compensation should be provided, e.g. causing a burn with short-wave diathermy (SWD), increasing the pain with an inappropriate exercise, more than what is usual should be taken care of. Compensatory management should be provided without extra costs.
- **Procedural**: The same procedure should be followed for all patients. There should be no discrimination based on paying capacity or social acquaintances.

RULES OF ETHICS

The below rules follow the principles explained earlier:

Veracity: The meaning of veracity is truthfulness. The therapist should be truthful about the condition, about how much the therapist knows of the condition. This rule follows autonomy and beneficence. One needs to inform the patient about the problem, the treatment options, and the prognosis so that the patient can make a decision regarding the treatment. One also needs to be truthful about one's knowledge so that we can benefit the patient and prevent harm. The question is always about how much truth to tell, should someone else tell truth about the condition or whether the patient should be informed that the condition may not get better.

Confidentiality and privacy: Be trustworthy. The patient should be able to place trust in the therapist regarding his/her complaints. One cannot disclose confidential or private information of patients or colleagues. Always comply with laws when advocating treatment or especially when doing research. Respect the rights and dignity of the person. Provide compassionate care.

Fidelity: Means faithfulness to patient and colleagues even when they disagree. This follows from the principle of beneficence.

APPLICATION OF VALUES IN REHABILITATION

Therapists, patients, and relatives may differ in goals of rehabilitation. Conflicts in daily practice include:

1. Reimbursement and allocation of scarce resources
2. Determination of rehabilitation goals
3. Compromised decision-making capacity in patients
4. Concerns about confidentiality, patient–practitioner relationship
5. Conflicts among treatment team
6. Duties, rights, and concerns of family members
7. Selection of patients and termination of treatment

Callahan describes five factors that are responsible for ethical tensions in practice:

1. Newer technology—new, expensive but effective technology makes it difficult to restrict the use, e.g. renal dialysis
2. Expensive medical resources—improved emergency care, ICUs increase the cost of healthcare
3. Expanded role of public—people coming up with problems rather than denying the existence of medical conditions
4. Language of rights—equal opportunities to be provided to people with disabilities who have a right to make their own decision
5. Increasing concern of quality of life—of the survivors because of extended medical interventions.

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Table 2.1: Solving problems—in any ethical situations.

Problem	*Possible solutions*
Gather all the facts of the situation	SWD, metal implant
Decide principles involved	Beneficence, fidelity, nonmaleficence
Clarify professional duties	Do no harm, truthfulness, obey all laws
Describe consequences of all actions	SWD may harm the patient and implant
Be practical	What is a greater risk?
Decide the action	Avoid SWD and give another modality such as hot packs

(SWD: short-wave diathermy)

Ethical situations: They can occur daily. How much to ask as treatment charges? Is it right to charge more from someone who can afford higher charges? On the other hand, do we charge less from someone who needs physiotherapy but may not be able to financially afford it? Till now, we do not have standard charges, this problem may stay. It is important to provide standard care to all patients irrespective of treatment charges.

Ethical problem: The therapist can clearly differentiate right from wrong. We come across patients who over and above charges made, give gifts at regular intervals. Not to treat a patient in such a situation with special regard is a problem. It is natural to give more time to such patient's which is against ethical principles. Treating a large number of patients who come to the clinic or hospital is also an ethical problem and not doing justice to them when understaffed or overburdened is also a problem that can be faced.

Ethical dilemma: This happens when two or more principles conflict with each other and choice of best action is not clear. A situation where you know what's right for the patient but it is not advised—beneficence V/S fidelity. A lot of times, because we still follow referral practice, a contraindicated modality may be advised to the patient, e.g. SWD advised in a condition with metal implant where it is not be given **(Table 2.1)**.

ETHICAL RULES AND GUIDELINES BY THE INDIAN ASSOCIATION OF PHYSIOTHERAPISTS

- Provide honest quality care.
- Competent—know the skills that are needed to provide appropriate treatment.
- Accountable—you should be responsible for whatever happens to the patients.
- Treatment in interest of patient—patient should be the first priority. Exercise sound judgment.
- Refer patient to appropriate specialist when needed.
- Maintain secrecy of disease except during professional meets and case discussions.
- Provide accurate information to patient and concerned relatives. Appropriate information—the patient should be made aware of all correct and relevant information regarding the condition and treatment options. In case the therapist is unaware about certain updates or techniques, it should be made known to the patient.
- Prior consent should be taken, if treatment has side effects or if it is risky.
- No fee splitting/cut practice—especially if it means getting patients who do not need physiotherapy.
- Keep updated—science is ever changing. One should be aware of recent updates in the field.
- Contribute to development of profession—social responsibility.
- No activity against profession.
- Maintain high standards of professional conduct—dressing, talking in clinics.
- Follow physiotherapy practice according to the Code of Ethics. IAP code of Ethics given in **Appendix A** and is WCPT Code of Ethics described in **Appendices B and C**.

RIGHTS OF PATIENTS

The medical field has been transformed into a health industry where patients have become clients who seek services. The following are the rights of these clients during their treatment based on the principles of ethics:

- **Cultural morals/values should be respected:** A female patient may refuse exposure of a body part to a male therapist on grounds of religious or cultural beliefs.
- **Privacy:** Privacy needs to be respected. A patient needs to be informed about the procedure of treatment and permission needs to be taken.
- **Confidentiality:** All information about the patient should be kept confidential and not disclosed or discussed without prior permission.

THERAPISTS RIGHTS

There is a need for the physiotherapist to protect himself/herself. So, for safe practice, a therapist must:

- Fully understand laws (consumer protection)
- Refuse to give treatment if not in best interest of patient
- Practice professional independence and autonomy
- Refer to other qualified persons as and when need arises
- Consult other practitioner to develop suitable plan of care.

Proper documentation is needed to protect ourselves from legal issues that may arise in certain situations.

ETHICS IN RESEARCH

Research has become compulsory in the field of physiotherapy in India, more for jobs and promotions. Research should not be done at the cost of patient's time and resources without consent. It should fulfill the following:

- **Essentiality:** The research being conducted should be essential, for the betterment of patient or for society. Not only in interest of therapist.

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- **Methodically correct:** The therapist should be proficient in the therapy being provided and the research method being used. The research should be meaningful with a sound research design and based on rational theoretical principles. Professionally fair treatment should be given to all participants in experimental and control groups.
- **Contributing to field:** The research should add new information to whatever is existing in the field. The researcher is obliged to prioritize questions important to society (not funding agents).
- **Risk minimization:** There should be no to minimum physical, psychological, or social risk for the participant taking part in the study.
- **Responsibility/accountability/honesty:** The researcher should be accountable for any positive or negative outcome of the study and should provide a compensation of a better treatment at the end of the study intervention especially in case of negative results.
- **Professional competence:** He/she should be competent to manage whatever happens during the study period in the manner best suited to the participant.

The researcher is obliged to publish the findings of the research.

Information to the Volunteer

The participation is voluntary in the study. Privacy, confidentiality should be maintained. The participant is invited and well informed. Explanation of what will be done, how long it will take, side effects if any, why are they being selected, if information has been withheld, benefits of study should be provided. A written informed consent should be given by participant, with no inducements, monetary or otherwise, for participation. Community consent if needed should be obtained in certain situations. Exploitation of any economic class of people should not be there and monetary incentive to participate should be avoided. Compensation for the time and travel may be given. Placebo group should not be deprived of any form of treatment. They can be placed in a waiting group and given the treatment at the end of the study.

Guide to Ethical Research

The following provide guidance for conducting ethical research:

- International Code of Ethics for Biomedical Research—Declaration of Helsinki, 1975
- Indian Council of Medical Research—ICMR
- Ethical Guidelines for Biomedical Research on Human Subjects in 2000
- Institutional Ethics Committee.

SUMMARY

Science, assessment, intervention, and other theories can be taught in classes or read in books. Values are inborn or learnt through life a part coming from the family and in the developing school years. Moral challenges will come during practice and compliance of ethical principles should be the aim of a practitioner. The extent to which they can be followed in the present intimidating health environment with financial restrains and technological advancements needs to be seen. Serial evaluation of self may help in achieving a balance in all goals.

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APPENDIX A: ETHICAL RULES AND GUIDELINES BY THE INDIAN ASSOCIATION OF PHYSIOTHERAPISTS*

GENERAL RESPONSIBILITIES

- Physiotherapists shall provide honest quality care, competent and accountable professional consultancy, therapeutic and otherwise, as 1st contact practitioner to any person who may seek or may be in need of the same.
- The physiotherapists shall administer only such treatment that is in the interest of the patient with the responsibility for the exercise of sound judgment with diligence.
- The physiotherapists shall respect the dignity and basic rights of the patients and professional colleagues.
- The physiotherapists shall refer the patient to the appropriate specialists whenever the problems/symptoms of the diseases of the patient so demand.
- The physiotherapists shall maintain secrecy of the patient's disease and shall not divulge the same to any other individual except to professional colleagues during scientific case discussions/meetings.
- The physiotherapists shall provide accurate information to the patient or to the next relative if required about the problem and specific physiotherapy management of that individual's problems if required.
- The physiotherapy management shall have the prior consent of the patient/relative if the procedure adopted involves risk of any damage to the tissue, organ system or any side effects/complications after explaining the same accurately.
- The physiotherapists shall comply with the laws governing the patient's rights and cause.
- The physiotherapists shall not solicit patients through fee splitting. It shall be based upon their individual competence and ability in accordance with the accepted scientific standards.
- The physiotherapists shall constantly strive to keep himself/herself abreast of the recent and latest scientific developments related to physiotherapy and add to the knowledge fund.
- The physiotherapists shall not indulge in or associate with any activity that goes against the dignity, honor and development of the profession.
- The physiotherapists shall contribute to the planning and development of professional services which address the health needs of the community.
- Maintain high standards of professional conduct.
- Follow ethical practices outlined in the Code of Ethics. Strive to follow the ethical practices outlined in the Principles for Physiotherapy Education and practice norms.
- Balance the wants, needs, and requirements of program patients, institutional policies, laws, and sponsors. Members' ultimate concern must be the long-term well-being of physiotherapy education and practice norms.
- Resist pressures (personal, social, organizational, financial, and political) to use their influence inappropriately and refuse to allow self- aggrandizement or personal gain to influence their professional judgments.
- Seek appropriate guidance and direction when faced with ethical dilemmas.
- Make every effort to ensure that their services are offered only to individuals and organizations with a legitimate claim on these services.

In Their Professional Preparation and Development, Members Shall

- Accurately represent their areas of competence, education, training, and experience.
- Recognize the limits of their expertise and confine themselves to performing duties for which they are properly educated, trained, and qualified, making referrals when situations are outside their area of competence.
- Be informed of current developments in their fields, and ensure their continuing development and competence.
- Stay abreast of laws and regulations that affect their clients.
- Stay knowledgeable about world events that impact Physiotherapy education and practice program patients.
- Stay knowledgeable about differences in cultural and value orientations.
- Actively uphold IAP's Ethical Rules and Guidelines when practices that contravene it become evident.

In Relationship with Students, Scholars, and Other Members Shall

- Understand and protect the civil and human rights of all individuals.
- Not discriminate with regard to race, color, national origin, ethnicity, sex, religion, sexual orientation, marital status, age, political opinion, immigration status, or disability.
- Recognize their own cultural and value orientations and be aware of how those orientations affect their interactions with people from other cultures.
- Demonstrate awareness of, sensitivity to, and respect for other education and practice systems, values, beliefs, and cultures.

*(*Courtesy:* The Indian Association of Physiotherapists)

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- Not exploit, threaten, coerce or sexually harass others.
- Not use one's position to proselytize.
- Refrain from invoking governmental or institutional regulations in order to intimidate patients in matters not related to their status.
- Maintain the confidentiality, integrity, and security of patients' records and of all communications with treatment program: Members shall secure permission of the individuals before sharing information with others inside or outside the organization, unless disclosure is authorized by law or institutional policy or is mandated by previous arrangement.
- Inform patients of their rights and responsibilities in the context of the institution and the community.
- Respond to inquiries fairly, equitably, and professionally.
- Provide accurate, complete, current and unbiased information.
- Refrain from becoming involved in personal relationships with patients when such relationships might result in either the appearance or the fact of undue influence being exercised on the making of professional judgments.
- Accept only gifts that are of nominal value and that do not seem intended to influence professional decisions, while remaining sensitive to the varying significance and implications of gifts in different cultures.
- Identify and provide appropriate referrals for patients who experience unusual levels of emotional difficulty.
- Provide information, orientation, and support services needed to facilitate patient's adaptation to a new education and practice and cultural environment.

In Professional Relationships, Members Shall

- Show respect for the diversity of viewpoints among colleagues, just as they show respect for the diversity of viewpoints among their clients.
- Refrain from unjustified or unseemly criticism of fellow members, other programs and other organizations.
- Use their office, title, and professional associations only for the conduct of official business.
- Uphold agreements when participating in joint activities and give due credit to collaborators for their contributions.
- Carry out, in a timely and professional manner, any IAP responsibilities they agree to accept.

In Administering Programs, Members Shall

- Clearly and accurately represent the identity of the organization and the goals, capabilities, and costs of programs.
- Recruit individuals, paid and unpaid, who are qualified to offer the instruction or services promised, train and supervise them responsibly, and ensure by means of regular evaluation that they are performing acceptably and that the overall program is meeting its professed goals.
- Encourage and support participation in professional development activities.
- Strive to establish standards, activities, instruction, and fee structures that are appropriate and responsive to patient's needs.
- Provide appropriate orientation, materials, and on-going guidance for patients.
- Provide appropriate opportunities for students to observe and to join in mutual inquiry into cultural differences.
- Take appropriate steps to enhance the safety and security of patients.
- Strive to ensure that the practices of those with whom one contracts do conform to IAP's Code of Ethics and the Principles for Physiotherapy Education and practice.

In Making Public Statements, Members Shall

- Clearly distinguish, in both written and oral public statements, between their personal opinions and those opinions representing IAP, their own institutions or other organizations.
- Provide accurate, complete, current, and unbiased information.

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APPENDIX B: DECLARATION OF PRINCIPLES OF ETHICS BY WCPT

ETHICAL PRINCIPLES*

The World Confederation for Physical Therapy (WCPT) expects physical therapists to:

1. Respect the rights and dignity of all individuals
2. Comply with the laws and regulations governing the practice of physical therapy in the country in which they practice
3. Accept responsibility for the exercise of sound judgement
4. Provide honest, competent and accountable professional services
5. Provide quality services
6. Be entitled to a just and fair level of remuneration for their services
7. Provide accurate information to patients/clients[1], to other agencies and the community about physical therapy and the services physical therapists provide
8. Contribute to the planning and development of services which address the health needs of the community

Date adopted:	Originally adopted at the 13th General Meeting of WCPT June 1995. Revised and re-approved at the 16th General Meeting of WCPT June 2007
Date for review:	2011
Related WCPT Policies:	Declaration of Principle: Patients'/clients' rights in physical therapy Endorsement: Rights of the child Endorsement: The United Nations Standard Rules on the equalisation of opportunities for persons with disabilities

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*World Confederation for Physical Therapy, 2007

[1] The term patient/client is used in this document as a generic term to refer to individuals and groups of individuals who can benefit from physical therapy interventions/treatments

APPENDIX C: WCPT DECLARATION ON ETHICAL PRINCIPLES

RESPONSIBILITIES OF WCPT AND ITS MEMBER ORGANIZATIONS

Member organizations have a duty to publish, promote and circulate their Code of Ethics or Code of Conduct for the benefit of their members, the general public, employers, governments and government agencies.

Member organizations have appropriate procedures for monitoring the practice of their members, disciplinary procedures and sanctions for members whose practice falls outside their Code of Ethics or Code of Conduct.

The WCPT will assist National Physical Therapy Organizations with the development of their own Code of Ethics or Code of Conduct.

INTERPRETING WCPT'S ETHICAL PRINCIPLES*

The following is intended to assist WCPT member organizations and individual physical therapists in interpreting WCPT's Ethical Principles. The information may be useful background for organisations developing their own codes of ethics or guides to ethical conduct which are consistent with WCPT's Ethical Principles and reflect national circumstances.

Ethical Principle 1

- Physical therapists respect the rights and dignity of all individuals.
- All persons who seek the services of physical therapists have the right to service regardless of age, gender, race, nationality, religion, ethnic origin, creed, color, sexual orientation, disability, health status or politics.
- Patients/clients have the right to:
  - Services of good quality
  - Information
  - Informed consent
  - Confidentiality
  - Access to data
  - Health education
  - Choose who, if anyone, should be informed on his/her behalf.
- Physical therapists have the absolute responsibility to ensure that their behavior is at all times professional, ensuring that the potential for misconduct cannot arise.
- Physical therapists have the right to expect co-operation from their colleagues.
- Physical therapists shall apply sound business principles when dealing with suppliers, manufacturers and other agents.

Ethical Principle 2

- Physical therapists comply with the laws and regulations governing the practice of physical therapy in the country in which they work.
- Physical therapists will have a full understanding of the laws and regulations governing the practice of physical therapy.
- Physical therapists have the right to refuse to treat or otherwise intervene when in their opinion the service is not in the best interests of the patient/client.

Ethical Principle 3

- Physical therapists accept responsibility for the exercise of sound judgment
- Physical therapists are professionally independent and autonomous practitioners.
- Physical therapists make independent judgments in the provision of services for which they have knowledge and skills and for which they can be held accountable.
- For each individual accepted for service, physical therapists undertake appropriate examination/evaluation to allow the development of a diagnosis.
- In light of the diagnosis and other relevant information about the patient/client, especially the patient's/client's goals, physical therapists plan and implement the intervention.
- When the goals have been achieved or further benefits can no longer be obtained, the physical therapist shall inform and discharge the patient/client.
- When the diagnosis is not clear or the required intervention/treatment is beyond the capacity of the physical therapist, the physical therapist shall inform the patient/client and provide assistance to facilitate a referral to other qualified persons.
- Physical therapists shall not delegate any activity which requires the unique skill, knowledge and judgment of the physical therapist.
- The physical therapist will consult with the referring medical practitioner if the treatment program or a continuation of the program is not in accord with the judgement of the physical therapist.

Ethical Principle 4

- Physical therapists provide an honest, competent and accountable professional service.
- Physical therapists ensure patients/clients understand the nature of the service being provided, especially the anticipated costs, both time and financial.

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- Physical therapists undertake a continuous, planned, personal development program designed to maintain and enhance professional knowledge and skills.
- Physical therapists maintain adequate patient/client records to allow for the effective evaluation of the patient's/client's care, as well as the evaluation of the physical therapist's practice.
- Physical therapists do not disclose any information about a patient/client to a third party without the patient's/client's permission or prior knowledge, unless such disclosure is required by law.
- Physical therapists participate in peer review and other forms of practice evaluation, the results of which shall not be disclosed to another party without the permission of the physical therapist.
- Physical therapists shall maintain adequate data to facilitate service performance measurement and shall make that data available to other agents as required by mutual agreement.
- The ethical principles governing the practice of physical therapy shall take precedence over any business or employment practice, where such conflict arises the physical therapist shall attempt to rectify the matter, seeking the assistance of the national physical therapy association if required.
- Physical therapists shall not allow their services to be misused.

Ethical Principle 5

- Physical therapists are committed to providing quality services
- Physical therapists shall be aware of the currently accepted standards of practice and undertake activities which measure their conformity.
- Physical therapists shall participate in ongoing education to enhance their basic knowledge and to provide new knowledge.
- Physical therapists shall support research that contributes to improved patient/client services.
- Physical therapists shall support quality education in academic and clinical settings.
- Physical therapists engaged in research shall abide by the current rules and policies applying to the conduct of research on human subjects shall ensure:
  - The consent of subjects
  - Subject confidentiality
  - Safety and well-being of subjects
  - Absence of fraud and plagiarism
  - Full disclosure of support
  - Appropriate acknowledgement of assistance
  - That any breaches of the rules are reported to appropriate authorities.
- Physical therapists shall share the results of their research freely, especially in journals and conference presentations.
- Physical therapists in the role of employer shall:
  - Ensure all employees are properly and duly qualified, ensuring compliance with statutory requirements
  - Apply current management principles and practices to the conduct of the service, with particular attention to appropriate standards of personnel management
  - Ensure implementation and monitoring of appropriate policies and procedures
  - Ensures appropriate evaluation and audit of clinical practice
  - Provide adequate opportunities for staff education and personal development based on effective performance appraisal.

Ethical Principle 6

- Physical therapists are entitled to a just and fair level of remuneration for their services.
- Physical therapists should ensure that their own fee schedules are based on reasonable considerations.
- Physical therapists should attempt to ensure that third-party fee schedules are based on reasonable considerations.
- Physical therapists shall not use undue influence for personal gain.

Ethical Principle 7

- Physical therapists provide accurate information to patients/clients, other agencies and the community about physical therapy and about the services physical therapists provide.
- Physical therapists shall participate in public education program, providing information about the profession.
- Physical therapists have a duty to inform the public and referring professionals truthfully about the nature of their service so individuals are more able to make a decision about the use of the service.
- Physical therapists may advertise their services.
- Physical therapists shall not use false, fraudulent, misleading, deceptive, unfair or sensational statements or claims.
- Physical therapists shall claim only those titles which correctly describe their professional status.

Ethical Principle 8

- Physical therapists contribute to the planning and development of services which address the health needs of the community.
- Physical therapists have a duty and an obligation to participate in planning services designed to provide optimum community health services.
- Physical therapists are obliged to work toward achieving justice in the provision of health services for all people.

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