

Recognising and valuing the expertise of professionals working in health information

The importance of Professional Development



Chief Executive Education for Health

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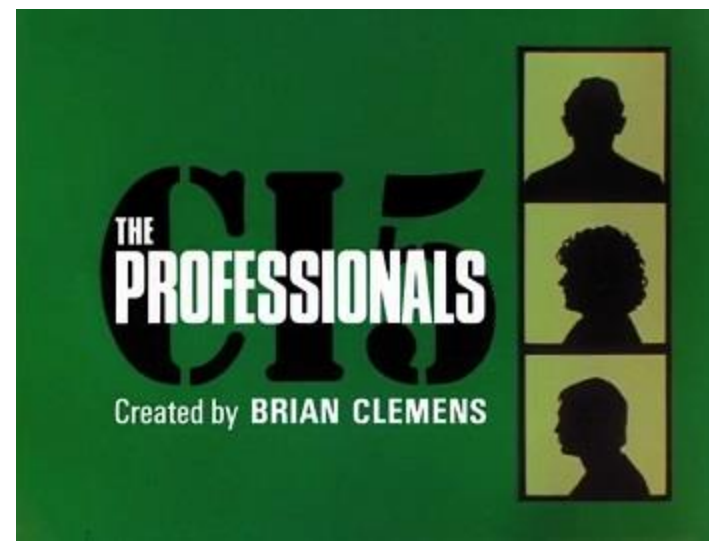


A PROFESSIONION

A type of job that requires special education, training, or skill

Professional: A person formally certified by a professional body of belonging to a specific profession by virtue of having completed a required course of studies and/or practice. And whose competence can usually be measured against an established set of standards.

Professionalisation is the pattern of how a profession develops, as well as the process of becoming a profession



Professionalisation

How an occupation can transform into a true "profession of the highest integrity and competence."

- Establishing acceptable qualifications (professional development)
- Creation of a professional body or an association to oversee the conduct of members of the profession
- Demarcation between the qualified from unqualified



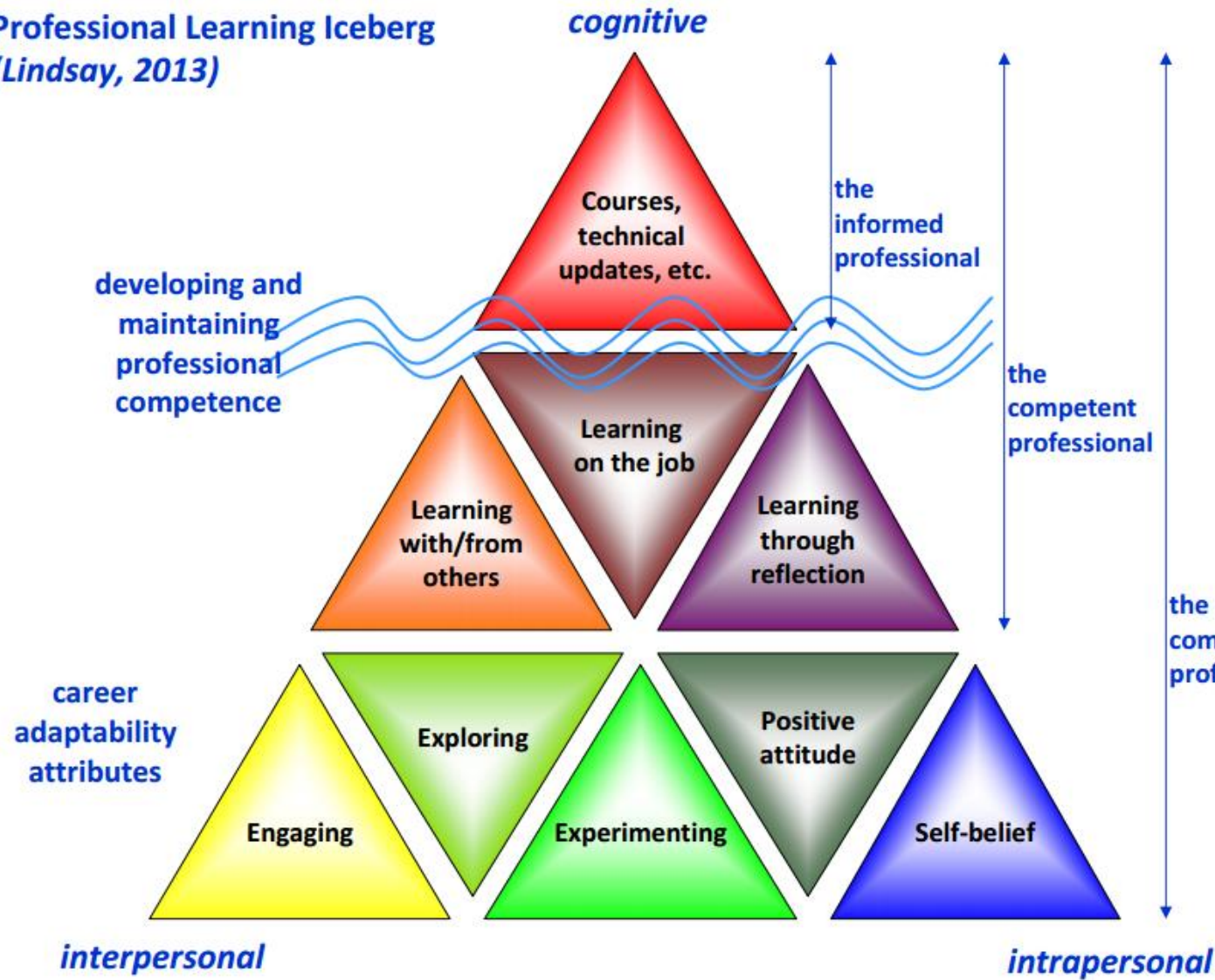
Is your destination clear – What do you want?

- Do you want more credibility? If so, with CEOs? Boards? Managers? The Public?
- Do you want to be held in higher regard and by whom?
- Do you want your roles to be better understood and by whom?
- Do you want more money / status ?
- Do you want something else?

	Job	Occupation	Profession
Professional knowledge	Low level	Medium	High level
Model of practice	General	Specialist	Highly specialist
Scope of the profession	Generalised	Specialist	Highly specialised
Professional ethics	Loosely defined	Defined	Tightly defined
Entry routes into the profession	Huge variation	Medium	Limited options, better integrated
Continuing professional development	Low obligation	Medium	High obligation



Elements within the Professional Learning Iceberg (Lindsay, 2013)



Traditional learning activities more visible
And easy to measure results!

Crucial to ensuring competence as a professional. Integral to ones' own professional learning strategy.

More hidden are the attributes that make one adaptable in your careers, such as learning to engage, explore, experiment, keep a positive attitude and have self-belief.

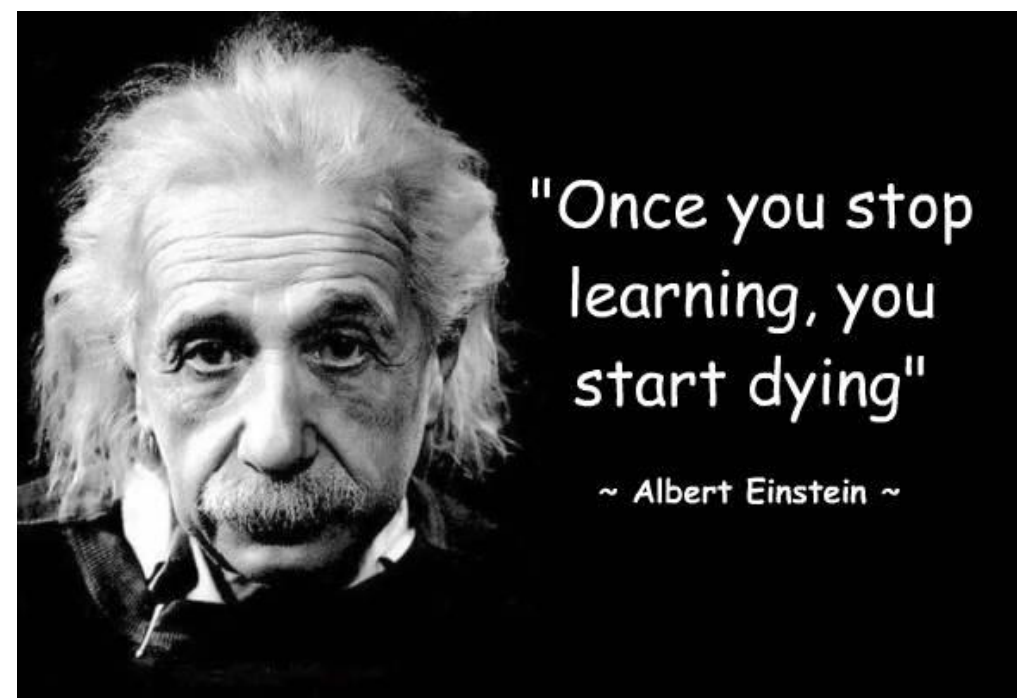
Professional Development

- Attending courses, conferences and seminars
- Reading technical material
- Reading magazines, newspapers and journals
- Studying online learning modules
- Accessing the internet for information
- Participating in workshops with peers
- Interacting with experts
- Doing your job on a regular basis
- Reflecting on your performance
- Being shown by others how to do certain activities and tasks
- Watching and listening to others at work



CPD should be about how we aspire to live and work

- The learning we do throughout our professional careers has a huge impact on what we're able to accomplish as professionals



- **“Lifelong learning for professionals”**

- Emphasis no longer education, it's learning ! Where the primary responsibility for this learning lies with individuals, not employers or organisations.
- Big growth in informal learning and learning happens in an increasingly complex and fast-changing environment.

