Toni DeVol's

Personal Code of Ethics

I don't like the word **influencer**. I just happen to post content on LinkedIn. With that.

As I enter this accidentally influencer landscape (trust me, I have so many thoughts on this entire sharing content as a professional that's why I went on vacation), this is my pledge to uphold the highest standards of healthcare leadership while building meaningful connections.

Together, we can create positive change in healthcare by leading with both expertise and empathy, always grounded in ethical practice and professional transparency.

And this personal code is likely to change. Again.

(last edit: 7 July 2025)

Transparency Statement

Open Communication

I champion transparency as the cornerstone of excellence in healthcare leadership.

Every professional interaction I engage in comes with full disclosure of my role, relationships, and intentions.

As an emerging healthcare leader, I do my best to uphold the highest standards of ethical conduct, recognizing that trust is fundamental to patient care and professional partnerships.

Authentic Connections

I view my healthcare network as a community of expertise and innovation, not a marketplace of opportunities.

My mission is to grow healthcare champions as a mentor, foster evidence-based collaboration, and contribute to advancing patient care through meaningful professional exchanges.

Verified Value

I share insights and product recommendations based exclusively on documented outcomes and real-world implementation in my life.

My endorsements stem solely from solutions that have demonstrated measurable impact in my personal, private life.

Joy

Positive Energy

My space radiates enthusiasm and purpose, where professionals actively engage in meaningful collaborations that drive exceptional outcomes and inspire innovation.

Shared Values

I cultivate an inclusive environment that recognizes individual achievements, provides unwavering support during challenges, and builds lasting professional relationships based on trust and respect.

Privacy and Boundaries

Honor Personal Space

Establish and maintain clear boundaries in all professional interactions.

Respect communication preferences by waiting for appropriate moments to engage, and always consider whether your outreach is necessary and timely.

Protect others' privacy by never sharing contact information without explicit permission.

Protect Sensitive Information

Safeguard all medical and personal information with the highest level of care and discretion.

Secure documented consent before sharing any of your connections details, no matter how minor they may seem.

Understand that in healthcare, every piece of information deserves careful protection and thoughtful handling.

Practice Digital Ethics

Demonstrate exemplary digital citizenship in all online interactions.

Make mindful choices about your digital presence, recognizing that every action leaves a lasting impression.

Set the standard for professional online behavior by consistently prioritizing privacy and security in all digital exchanges.

Respect

Kindness & Professionalism

Demonstrate sincere respect through thoughtful communication and deliberate actions.

Practice active listening, use inclusive language, and maintain clear professional boundaries to ensure every team member feels genuinely valued and empowered to contribute.

Focus on Ideas

Foster meaningful dialogue by approaching discussions with curiosity and openness.

Engage with different viewpoints constructively, asking thoughtful questions to deepen understanding.

Build on diverse perspectives to create stronger solutions and a more dynamic community.

Connect Safely and Authentically

Validate Professional Credentials

Take time to thoroughly verify professional claims through company websites, LinkedIn recommendations, and mutual connections before engaging in sensitive discussions.

Look for consistent career progression, detailed accomplishments, and active industry engagement as signs of legitimacy.

Be Selective and Intentional

Prioritize quality connections who share your professional values and industry focus. Meaningful relationships grow from common goals and authentic engagement.

Stay alert for warning signs: hastily assembled profiles, copy-pasted messages, or aggressive requests for meetings or information.

Trust Your Instincts

Pay attention when something feels rushed or uncomfortable. Legitimate professionals respect boundaries and understand the value of building trust gradually.

When in doubt, pause, investigate further, and remember that declining a connection is better than compromising your security.

No Pitch-Slapping or Phishing

Build Authentic Relationships

Professional relationships thrive on genuine connection, not transaction. I prioritize meaningful dialogue, shared insights, and mutual growth before any business discussions can take place.

Zero Tolerance for Deception

Phishing attempts, misleading sales tactics, and false representations have no place in our community. These deceptive practices fundamentally violate our principles of professional trust and integrity.

Swift Accountability

I take action against deceptive behavior, including unsolicited pitches, identity misrepresentation, or manipulative outreach.

Violations result in permanent network removal.

Keep Energy Aligned with Integrity

Champions of Our Community

I call the followers here, Champions. Because wow, they're all so talented! Each of you brings unique insights, experiences, and expertise that enrich our collective journey.

Professional Boundaries

Do not contact for influencer work. Nor to ask about any current or previous employers. These boundaries help maintain our focus on authentic connection and meaningful exchange.

Our community thrives when we respect these guidelines and engage with the purpose of genuine professional growth and mutual support.

Keep Energy Aligned with Integrity

Positive Energy

My community flourishes through meaningful interactions and mutual trust.

Contribute constructive feedback, celebrate others' successes, and approach discussions with an open and supportive mindset.

Ethical Conduct

Together, we can maintain our community's integrity by addressing any behavior that undermines respect, trust, or professionalism.

This includes misinformation, harassment, or inappropriate content.

Shared Responsibility

Each member plays a vital role in nurturing our community's values.

Together, we create a space where everyone feels heard, valued, and empowered to contribute their best work.

A Heartfelt Welcome!

Trust forms the foundation of our relationship, which is why I've carefully crafted these principles to ensure every interaction meets the highest standards of professional excellence and ethical integrity.

By embracing these guidelines together, we're creating more than just a workspace – we're building a vibrant community where champions like you can innovate, grow, and achieve extraordinary results through meaningful collaboration.