

About Al Nazaha Association

Al Nazaha Association is public association established in 2019 by the virtue of the Ministerial decree No. 133/2019 from the Ministry of Community Development.

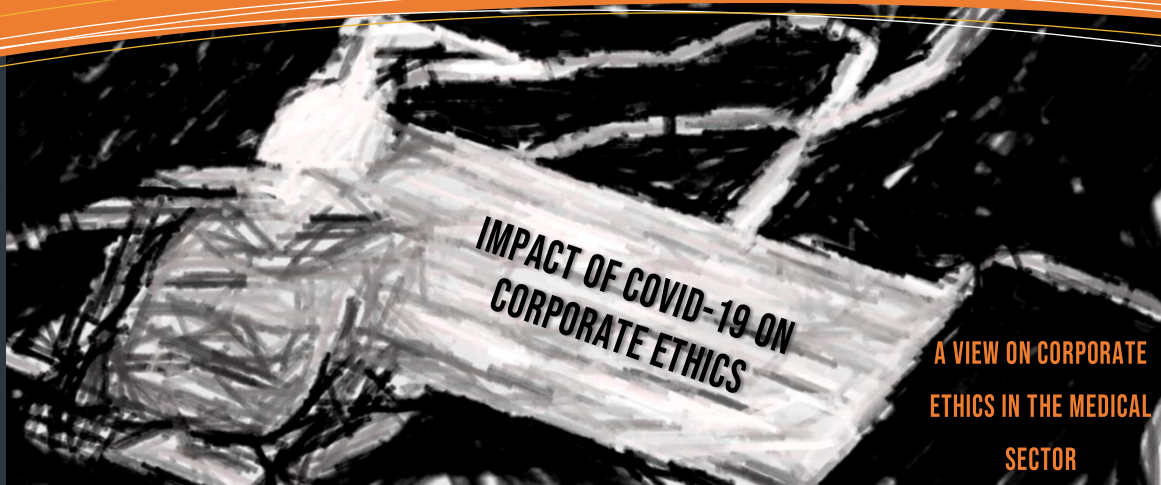
Affiliation

Al Nazaha Association has established the ACFE-Chapter in UAE in affiliation with the Association of Certified Fraud Examiners (ACFE).



The ACFE

The Association of Certified Fraud Examiners (ACFE) is the world's largest anti-fraud organization and premier provider of anti-fraud training and education. Together with more than 85,000 members, the ACFE is reducing business fraud worldwide and inspiring public confidence in the integrity and objectivity within the profession.



A VIEW ON CORPORATE
ETHICS IN THE MEDICAL
SECTOR

As we face a global crisis of unprecedented levels in the modern era, the Covid-19 pandemic has illustrated the importance of our health professional in a profound way. From frontline workers such as doctors and nurses, to support staff and beyond, their care and commitment to society is without question. Whether its applause or messages, cards and signs, people appreciate the medical staff who are working so hard to protect us all, and rightly so.

New Risks & Challenges

Covid-19 presents a series of challenges across multiple industries unlike anything faced this century. In the corporate upfront, employees are required to stay home unless physical presence is critically required. This causes huge pressures on many operational and financial aspects and leave room for both threats and opportunities. The pandemic demonstrated that no single industry can prosper on its own. Combined efforts and cooperation are required to mitigate the risks and face the challenges at hand.

Quantifying the risks is not an easy task considering the unpredictability of the situation. Looking at the situation from an individual perspective allows us to forecast the effect it reflects on the community as a whole. According to the National Guidelines for Clinical Management and Treatment of COVID-19, the estimated incubation period of Corona is unknown and it currently estimated to be up to 14 days from exposure. The suggested treatment period can go up to 14 days depending on the severity of the case. To discharge patients, two tests are conducted 24 hours apart. Both consecutive tests have to result negative in addition to minimal symptoms and improvement of relevant respiratory screening. Upon discharge, patients are required to quarantine at home for 14 days. Discharged patients are required to be seen by medical professionals 2 weeks after discharge unless further symptoms are developed which requires an earlier visit. In addition, contacts of confirmed positive cases are advised by Abu Dhabi Public Health Center to quarantine at home for a minimum of 14 days even if the COVID-19 test result being negative. Putting the above in mind, serious medical equipment including masks, protective gear, and sanitizers are in shortage. This is posing risks both medically and in the business world.

Vision

Promote integrity for an aware and promising community.

Mission

Provide awareness raising and meaningful activities for all social categories in order to foster the concept of integrity and anti-fraud.

Objectives

Promoting corporate integrity anti-fraud, and developing the profession and its members in the UAE community. In doing so the association may conduct training and awareness programs in the integrity and anti-fraud domains.

Developing studies, research and publications about integrity and anti-fraud in accordance with local and International standards, and based on information issued by the official authorities.

Developing strategic partnerships for the purpose of collaboration and knowledge sharing in the integrity and anti-fraud domains to provide the best services to the association's members.

Membership

AI Nazaha Association is now accepting membership to the association. The board of director of the association has announced the acceptance of registration for new members and the exemption of the registration fees for the year 2020 for all new members.



Photo by [Kelly Sikkema](#) on [Unsplash](#)

High demands don't justify shortcuts

It's a fine line between enjoying a boost to business and being seen to profit from a global disaster.

The Ethical Consideration

Ethical dilemmas during the pandemic are likely to arise in a more frequent pace than normal. As everyone is tackling the crisis in their best knowledge, some are taking it as a business opportunity to benefit from. Regular day-to-day demand and supply curves have drastically shifted from wants to basic needs. Both medical professionals and the public at large require certain products in large quantities, from personal protective equipment such as masks and gloves to hand sanitizers. In normal market conditions, high demand means high prices, but in a time of need doing so presents a dilemma of whether a business interest lays in the well-being of the community or its financials.

Medical Supplies Manufacturer

An advantage some manufacturers are taking is producing unlicensed masks that do not comply with medical standards, essentially not providing the protection needed.

Manufacturing shortcuts like this to get in demand product onto shelves quickly and at low cost regardless of effectiveness is not just confined to masks. Another reported incident was finding different hand sanitizers available for sale during the crisis that contain methanol; a highly toxic substance that is a danger to human health. *(The Centers for Disease Control and Prevention (CDC) issued standards for specification of performance of materials used in medical face masks.*

Medical Supplies Distributors

Shortages of in-demand products there is a temptation for companies to take shortcuts when producing to deliver product they know will sell quicker or cheaper causing an increase in profits. Distributors are raising prices of essential face masks which led to an outcry.

Distributing masks to the public despite the shortage in the medical sector is a questionable practice; especially when its accompanied with increased prices. N-95 respirators are strictly for healthcare providers and confirmed COVID-19 positive cases as stated in the National Guidelines for Clinical Management and Treatment of COVID-19. The CDC *"advises the use of simple cloth face coverings to slow the spread of the virus"*.

They also stated that *"The cloth face coverings recommended are not surgical masks or N-95 respirators. Those are critical supplies that must continue to be reserved for healthcare workers and other medical first responders, as recommended by current CDC guidance"*. In addition, they provide a full guide on the specification of homemade masks and frequency of use.

<https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html>





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The Correlation

The fraud triangle explains that the risk of fraud increases as three components of the triangle are in place to motivate the fraud. Those are Incentive, Opportunity, and Rationalization. If we start with incentive, then the Covid-19 pandemic has created the perfect incentive for all three cases and many more besides. We have a direct threat to people's health, and a product that can help protect them. Whether we are talking about hand sanitizer or face masks, the market is insatiable. However much of either product a business can make, it can sell, and this will be the case until the current crisis is over.

Getting into the market now is a guarantee of profits, people who don't normally buy face masks would have no idea whether they are to standard or not. People who are desperate for face masks to keep their families safe will pay whatever price they need to get them. Those searching for hand sanitizer will buy whatever they can get without checking what it actually is. In other words, there is an opportunity to do those things created by the pandemic itself.

That is two parts of the fraud triangle, the third is rationalization. So, how do you rationalize this behavior given that there is a high likelihood of a public backlash, and as we have seen, punishment by authorities. It is an uncertain time, the pandemic is making us question what the future holds, and that makes it easy to rationalize such behavior, by making money to provide some level of future security.

It is of course a mistake, and as we have seen, done anything but secure their futures, which is why we must always remember the consequences are far greater than the potential rewards.

We Can Work Together to Combat the Pandemic

The medical sector is facing a challenge they are still trying to understand, and while they must continue to follow science and deliver care, it must also be carried out without putting medical professionals in undue risk. However, they need support to accomplish this.

Government has the most important role in supporting the medical industry throughout this crisis, not only ensuring they have the equipment and data they need, but by providing clear, strong messaging about behavior such as social distancing and other measures to slow the spread of Covid-19 and alleviate pressure on hospitals and medical staff.

In turn, suppliers must endeavor to provide quality product that reaches accepted standards and at prices that reflect normal operating profits rather than seeking to increase their return in such a situation. For the general public, to help our treasured medical sector overcome this challenge, it is important to follow guidance on behavior, from working from home and social distancing and other instruction.

In this way, working together, this is a crisis that can be overcome, and we will emerge stronger than ever.




Participation


AI Nazaha Association is looking for active participants to bring most engaging and helpful information to the public. If you would like to contribute via writing articles, providing trainings, or any other initiatives please feel free to contact us at info@alnazaha.ae.


Contact us

We would love to hear your feedback and comments. You may reach out to us on the following channels:

 <https://alnazaha.ae>

 [al_nazaha](#)

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