**INTRODUCTION**.

Throughout history, human beings have interacted in one way or another in their day-to-day life. Services that require human interaction have been evolving through ages until we are in the era of professional transactional services that require people to be more committed, thorough and articulative. In other words, quality services are becoming the norm. This has slowly evolved to a level that some particular sensitive areas or what is considered high risk professions now require one to have a declaration of professional service. According to the American Medical Association, a declaration of professional service is an oath by which the 21st century physicians can publicly uphold and celebrate the ideals that have inspired individuals to earn trust of the society in their service provision (AMA, 2001).

Human civilization has been so much complicated that individuals have become indistinguishably linked to that of another (AMA,2001). Both good and bad things unite man. Disease and other complexities of life dictate that human beings need one another. But in the process of these interactions, one may forget something or miscommunicate an idea. A person may fail to understand what is required of him or her to ensure that proper and quality interaction is attained to a level that both the professional and the client are satisfied. In the end, this can lead to loss of clients, failure to attract new ones, and in the worst-case scenario, death. This has necessitated the need for a declaration of professional services that clearly stipulates what is expected of the professional service provider and what is equally expected of the client.

This paper seeks to explore the contents of the declaration of professional service and its importance to the over service quality delivery and satisfaction of involved parties. This preventative document will cover various sections such as areas of expertise; professional relationship, limitations, and risks; client responsibilities, the ethics code; confidentiality; appointments, fees, and emergencies; and discussion, agreement, signatures, date, and distribution (Bailey & Burch, 2010).

**DECLARATION OF PROFESSIONAL SERVICE.**

This document seeks to inform the client about a professional’s background and ensure that the client understands their professional relationship (Bailey and Burch, 2011).

The document contains various areas that a professional may intend to clarify to a client in written and consented form so as to avoid any unnecessary confrontations in future or after service delivery.

First and foremost, the professional needs to clearly define his or her area of expertise (BACB). The professional in question would clearly state his or her academic information, for instance if one is a holder of a degree, masters or PhD in a particular field. He/she should also state how long he has been in the field in terms of years of experience. Of equal importance, the professional should also explain his specialty. Here, he should be clear who he has been attending to, for example, one could state that he/she has been attending to children between the age of two and ten with ADHD.

Another important segment in the declaration of professional service is a statement of professional relationships, limitations and risks (Bailey and Burch 2011). Here, one analyses what he does. One needs to clearly state the nature of his work and how he intends to do it. The input and cooperation that he expects from his colleagues and superiors is also made clear. He should also make it clear if he will be working alone or involving others to deliver that service in question.

A third area of concern is on client responsibility. This covers what the professional expects from the client (APA, 2008). Issues such as full cooperation from the client. Information such as, previous examinations, drugs one has used, how long they have been used and response towards the drugs is important in subsequent decisions. Honesty and accuracy should also be emphasised in this document to ensure nothing is left to chance. Emphasis on commitment towards issues like keeping appointments and time management should also be brought to the attention of the client. In case of an activity that need to be done at home for better outcome, the professional should also clearly state, for instance, some practice for one who has had arthritis.

Fourth, the professional should communicate the code of conduct (APA,2008) . In this part, the professional will make sure that the client is aware of the strict guidelines for responsible conduct. If possible, a copy of the guidelines should be made highlighting on key areas and handed over to the client for further reference. If possible, the clients should be directed to the BACB website where more information can be obtained. Of great importance is to also inform clients on issues to do with gifts and invitations to personal events or parties.

Fifth, there is need for the professional to state the parameters of confidentiality AMA, 2001). The main aim of this is to gain their trust so that they can open up to the professional and offer critical information necessary for proper service delivery or proper diagnosis to be done. The professional should inform clients that any information they disclose will be kept confidential. The client should also be made aware of the limits of confidentiality. Situations such as if ordered by a court of law to disclose information or if a client is being a danger to him/herself. Other scenarios where information can be disclosed is when the professional gets a verbal or written consent from the client to disclose the same. The professional should also highlight on the local laws on abuse and neglect that may need to be included in the declaration of confidentiality.

The sixth part of this declaration covers matters of appointments, fees and emergencies (APA, 2008). As a professional, one has to clearly spell out details on how appointments are made (whether over the phone, via email or filling of a form and duration required). Matters concerning how billing is handled is also critical and should be communicated in written. The professional should clearly explain what should happen in case of emergencies. Rules for telephone calls should be stipulated and what telephone numbers are used to communicate with clients are also made clear. There is also need to state who should be contacted for payments i.e. is it the client or a third party. If a third party, details should be given and how the payments are to be made communicated well.

Lastly, this document should incorporate discussion, agreement, signatures, date and distribute. The document makes it of compulsion that both the client and the professional should sign the declaration. There should be witnesses present and a provision on the written document where the witnesses also sign and ensure that the signatures are authentic. The date of the agreement should be indicated and a copy of the document given to the client for record.

IMPORTANCE OF DECLARATION OF PROFESSIONAL SERVICE.

As we have already seen, this document entails so much that can be simply interpreted to mean the professional ethics of a worker. If a professional decides to act otherwise outside this professional contract, there are outright consequences. Failure to have such a document and to act according to it can strain the relationship between the client and the professional. This may also put the company or organisational reputation at risk. This may lead to loss of clients, lack of client satisfaction and even worse, failure to attract clients

Where a professional will choose to work with a declaration of professional service to the letter, there are also benefits. Among them is that the professional is able to offer exhaustive services since the document serves as a point of reference. One is also able to build robust trust from his clients hence able to get proper information necessary for quality service provision. Of positive outcome is also that the professional is able to build a positive image both for himself and the organization at large. Other benefits include:

* Higher business outcome in terms of profitability.
* Minimal legal battles due to misunderstandings and omissions.
* Satisfied and confident workers with greater job satisfactions
* Satisfied clients who can act as a marketing tool for the professional and the organization at large.

**CONCLUSION**

From the above analysis, it is evident that a declaration of professional service is an important document to a professional especially in the medical and social sciences field. It communicates a sense of professionalism and commitment to quality satisfactory services. To a client, it assures quality service as well as protection of his or her rights to privacy and information dissemination. It can be said that it is a document that will help in the 21st century service professionals in careful and articulative service delivery.

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