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### Business Ethics: the Impact on Healthcare Professionals

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# Business Ethics: The Impact on Hospice Professionals

Paul D. Longenecker, RN, MBA, PhD

Oklahoma Hospice & Palliative Care Conference

Tulsa, OK

October 23, 2013

# Objectives

- Describe a framework for the relationship between clinical and business ethics
- Define the role of hospice professionals in dealing with business ethics



# Origin of presentation

# Ethical Issues

So what issues do you face that have potential ethical implications?

Are these different than the issues that other health care professionals, hospice professionals or your patients face?

# Potential Ethical Issues

- Informed consent
- Confidentiality
- Right to life
- Right to die
- Access to care
- Conflict of interest
- Futile care
- Privacy
- Timely care
- Being told the truth
- Being experimented on
- Safe work environment
- Ability to refuse care
- Not having beliefs violated
- Being treated with respect

# Key Question?

Is it important that hospice professionals understand the relationship between business ethics and clinical ethics?

# Ethics

Old Model

Clinical

Business

New Model

Clinical = Business



# Care Delivery

Old Model

Patient

Provider

New Model

Patient/Provider

# Common Ethical Principles

- Autonomy
- Beneficence
- Non-maleficence
- Justice
  - Distributive – Proper distribution of benefits and burdens
  - Commutative – rights and duties based on special relationship. Provider/patient relation
  - **Goes both ways – provider and patient**  
**(Patient rights and responsibilities)**

# Common Ethical Principles

- Double Effect
- Veracity

# Other definitions

- Ethical dilemma – two opposing courses of action. Both could have positive or negative outcomes.
  - Patient vs. Family
  - Patient vs. Provider
  - Family vs. Provider
  - Provider vs. Provider

# Other definitions

- Rights
  - Positive
  - Negative
- Duty

# Ethics\*

- Clinical (technical) – pertaining to the clinical/direct contact (technical) components of care delivery.
- Business – pertaining to the business components of providing a service.
- Leadership – pertaining to the actions of the leaders of a organization. Involves and impacts clinical & business ethics.

\*Driven by the individual beliefs of each participant

# Ethics (tradition model)

- Clinical
  - Informed consent
  - Confidentiality
  - Advance Directives
  - Equity of Care
  - Only caregiving issues
  - Patient focused
- Business
  - Billing
  - Marketing
  - Management
  - Charge structure
  - Personnel issues
  - Patient and employee focused

# Potential Ethical Issues

- *Informed consent\**
- Confidentiality
- Right to life
- Right to die
- *Access to care\**
- Conflict of interest
- *Futile care\**
- Privacy
- Timely care
- Being told the truth
- Being experimented on
- Safe work environment
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- Being treated with respect



# Informed Consent

- Clinical

- Awareness of all clinical outcomes
- Access to all clinical options
- Right to choose option

- Business

- Awareness of financial impact of options
- Access to information on accountability of cost
- Right to choose option
- Provider's right to participate based on patient's choice

# Informed Consent

“.....*truth-offering* rather than *truth-telling*. The point is that informed consent entails the right to choose *not* to be informed.”

*Ethical Dilemmas at the End of Life*  
p.82

# Access to Care

- Clinical
  - Open access
  - Equity of care
  - Refusal of care
  - **Adherence** to care
  - Informed consent
  - Confidentiality
- Business
  - Marketing to all populations
  - Truthful marketing
  - Conflict of interest
  - Confidentiality
  - Futile care
  - Ability to deliver the care

# Futile Care

- Clinical

- Informed consent
- Advance Directives
- Access to appropriate care
- Patient focused

- Business

- Informed consent
- Provider relation – sharing accurate information
- System focused
- Conflict of interest
- Access to **appropriate** care

# Ethical Issues – Clinical & Business

- Informed consent
- Confidentiality
- Right to life
- Right to die
- Access to care
- Conflict of interest
- Futile care
- Privacy
- Timely care
- Being told the truth
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# Hospice Professional Role

Consultant

Advocate

Resource

Educator

# Consultant

- Be available to advise patients on care options (all details)
- Be available to answer questions
- Be available to help business personnel understand care options
- Be available to help peers (clinical) understand implication of care options and role

# Advocate

- Look out for the best interest of the patient
- Look out for the best interest of the family
- Look out for your own best interest
- Look out for the best interest of your organization
- Look out for the best interest of the community



# Resource

- Be available to serve as a resource for others on ethical issues – internally & externally
- Be available to help train new health care professionals on how to deal with ethical issues – actions & words

# Educator

- Explore your own beliefs on potential ethical dilemmas
- Continue to advance your knowledge to be on the cutting edge of ethical practice
- Help spread the word on importance of awareness of ethical practice (clinical and business)
- Look for teaching opportunities



# CASE STUDY

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# Perspective

“Not only are we held accountable for our own actions, but also judged by the conduct of our peers – those who operate in the same field”

Ethical Principles (2006)

# Food for Thought

“Honesty does not require skill building; it is a virtue one achieves or rejects by choice”

Shelley Kirkpatrick & Edwin Locke



# QUESTIONS?

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