

# **IMPORTANCE OF “ PROFESSIONALISM, ETHICS AND CODE OF CONDUCT” WITHIN A SELF -REGULATED PROFESSION**



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# SELF REGULATED PROFESSION

Self regulation means that the Govt has delegated its regulatory function to those who have the specialized knowledge necessary to do the job.

Self regulation recognizes the maturity of a profession. It honors the special skills, knowledge and experience that a profession possesses.

**Canadian law-** Military, Church, Legal, Civil Services, Medical.

**Common Trait-** Placing duty above self-interest or personal gain.

# WHAT IS THE INTENT OF SELF REGULATION

Professional benefits OR Public Protection

1. Self regulation is granted in order to serve public interest.

2. Self regulation is a privilege.

**Professionals:** who are willing to accept the honour, status and other benefits of the designation in exchange for which they agree to place the welfare of those whom they serve foremost.

PUBLIC

Professional body  
(Registered, Accredited)

**Self regulated**  
(Profession)

Professional members  
(Certified, Licensed)

Client

COMPONENTS OF SELF REGULATED PROFESSION

**Public:** Public should perceive & feel confident that professionals are competent, qualified, disciplined.

**Professional Body:** Self governed, meet emerging challenges and promote understanding and respect from Govt, business and public at large.

**Members:** Subject to disciplinary action for incompetent and unethical behavior.

**Clients:** Right to get comprehensive advice with respect to all options. Professional will follow client's instruction once decision is made.

## ESSENTIAL ASPECTS OF REGULATED PROFESSIONAL BODY

1. **Licencing**: Professional bodies are gate keepers of the profession.
2. **Disciplining** the Licencee: Setting the standard of technical competence and ethical and professional conduct.
3. **Admittance** criteria to profession
4. **Monitor** adherence to standards.
5. Establishing and maintaining **codes of conduct**.
6. Receiving, investigating and adjudicating **complaint**
7. **Disciplinary** action who fail to maintain standards.

## MEDICAL PROFESSIONALISM

*Belief system in which group members profess(declare) to each other and public the competency standards and ethical values. What the public and patients should expect from medical professional.*

# ELEMENTS OF PROFESSIONALISM

- **Altruism**: Best interest of patients not self interest.
- **Accountability**: to patients, society and profession.
- **Excellence**: Commitment to life long learning
- **Duty**: commitment to service
- **Honor & integrity**: highest standards of behavior, honesty (confidentiality).
- **Respect for others**: essence of humanism. Trust relationship (Respect- as medical students).

**Other commitments-** Just distribution of finite resources, access to care.

# LACK OF MEDICAL PROFESSIONALISM

- 1. Abuse of Power-** Breach of Confidentiality/sexual harassment/abusing colleagues, patient's relations.
- 2. Arrogance:** offensive display of superiority, self importance.
- 3. Greed.**
- 4. Misrepresentation-** lie, fraud
- 5. Impairment:** disability impairing doctor's ability to discharge his duty.
- 6. Lack of conscientiousness:** failure to fulfill responsibility.
- 7. Conflict of interest:** Advertising/unethical collaboration/ gifts/ inappropriate treatment.



# CAN WE TEACH PROFESSIONALISM?

- Role modeling
- Bedside teaching
- Simulated patients.
- Small group discussion.

**We teach the ideal, they learn from the real.**

**Assessment** → Peer/Patient feedback/Staff evaluation/Self/360 evaluation

# PROBLEMS WITH PROFESSIONALISM

1. Health Services → health care industry.

2. Health care has become complex, fragmented. Growing mistrust in patients/ society towards professionals.

3. Social Mistrust

4. Economic pressures, malpractice by doctors.

5. Teaching and assessing professionalism-not in curriculum (learning by observing role models).

6. Professional organization-MCI, DMC. NBE

7. Rapidly evolving technology.

Evidence based medicine and I.T. revolution has transformed medical knowledge from something **possessed by doctors** to something that can be **accessed by anyone**. As a result patient, journalist, govt and anyone can get information.

**Google has given you information but not wisdom !!**

# Deprofessionalization

- **Cost containment – as moral obligation.**
- **Socio-economic factors (Drs controlled by social institutions that structure healthcare).**
- **Social role of doctors as stewards of resources**
- **Physicians lost their authority as professionals and became dependant on managed Healthcare organization (Insurance) for their economic survival**
- **Defensive medicine – Fear of legal harrasment**
- **Poor communication and poor documentation.**
- **Erosion of doctor – patient trust relationship**
- **Erosion of social Trust.**

# Redefining Medical Professionalism

Autonomy	➔	Collaboration
Authority (Eminence)	➔	Evidence
Assertion	➔	Measurement
Control	➔	Transparency
Self interest	➔	Public interest
Professionalism	➔	Accountability

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Medical Professionalism is the **‘heart and soul’** of Medicine more than adherence to a set of medical standards.

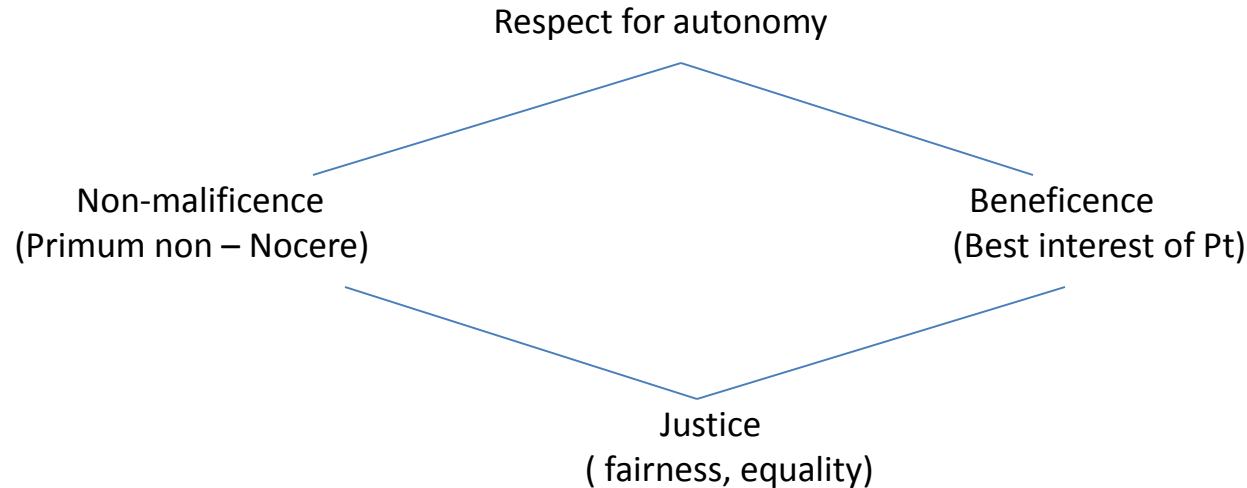
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# Sir William Osler 1903

- The Practice of Medicine is not a business.....our professionals cannot be dealt as men dealing in corn and coal; the human heart by which we live must control our professional relations.....
- Med. Profession needs to go beyond doctor – patient relationship. Duty alone is not enough. Higher values of Medicine – **Altruism, Beneficence and Compassion (ABC)** need more attention.

# Why Ethics ?

- Code of Ethics is to establish and promote rules of honesty ; integrity and character ( 1847).
- Medical Ethics is a system **of moral principles** that add value to the practice of clinical medicine and in scientific research. These values



5. Respect for patients

6. Truthful, Honesty (Consent) Implied, Expressed

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## Hippocratic Oath

**Declaration of Helsinki** (1964)

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**Example** – Hand Washing → Courtesy to ethics

- Accident → Ethics → negligent
  - Use of Morphine in TICP
  - Autonomy → Declines treatment/BCS/MRM
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# HIPPOCRATIC OATH

## I. PLEDGE TO DEITIES

## II. POSITIVE OBLIGATIONS :

- a). Honor Thy Teacher
- b) Professional Courtesy
- c). Guild Secrets
- d). Work to Aid Patients
- e. Non-maleficence
- f) Fidelity to Principle
- g). Confidentiality

## III. NEGATIVE OBLIGATIONS

- a..Euthanasia
- b. Abortion
- c. Protecting Guild Turf
- d. Sexual Relations with Patients

## V. Concluding Piety

# Lost values in Health Care

(Context of Hippocratic Oath)

(460-370BC)

- Humane Physician – moral values like compassion, respect and integrity. Doctor's own reaction to different persons.
- Relationship with colleagues – anything bad about colleagues
- Relationship with Teachers
- Confidentiality, Consent, Human Right abuse
- Ethical conflict in Medical Research – Physician role must take precedence over researcher role
- Ethical Conflict with commercial enterprises
  - Manufacturer cannot sell directly
  - User cannot purchase at his will
  - Hence the prescribing doctor
- Not to assist suicide and abortion

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Relevance of H. Oath in modern practice remains at best symbolic

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**Oaths don't compel ethical behaviour, but they are human instruments that are crafted to sensitize the reader to moral moments and choices.**



**It seems that Modern Medicine has lost its internal compass in its pursuit of healing guided by materialistic linear model of science and economy that is not in touch with life anymore.**

# Code of Conduct

MCI Regulation 2002 amended in Oct 2016  
(Professional Conduct, Etiquettes, Ethics)

## **8 Chapters**

- 1) **Chapter 1** - Duties and Responsibilities of Physicians – character, GMP, records, Quality, generic, CME.
- 2) **Chapter 2** – Duties to their patients.  
Obligation to side, prognosis, secrecy, never neglect.
- 3) **Chapter 3** – Duties in consultation.
- 4) **Chapter 4** – Responsibility of doctor to each other
- 5) **Chapter 5** – Duties of Physician to public and paramedics
- 6) **Chapter 6** – Unethical Acts – Advertising, running shop, Commission, Human Rights, Secret remedies
- 7) **Chapter 7** – Misconduct – Medical records, sex determination, certificates, identity of patients, consent, Touts, Research – ICMR guidelines.
- 8) **Chapter 8** – Punishment and Disciplinary Action. Professional incompetence judged by peer groups.

# Discipline

The downfall of one individual is said to diminish all members of the profession. Disciplinary actions expose a member of society to a range of punishments eq. suspension of right to practice and disbarment.

Most devastating effect – Doctor's reputation

Economic Death

Self governing professional bodies should take all complaints very seriously. The rights of the complainant must be balanced against those of the impugned members

## Case Capsule

**Manufacturing unit approaches a professional engineer to certify the safety of project which is not safe. One engineer may refuse to certify on moral grounds.**

*1) You will find another engineer who certifies at some cost, thus saving the business the expense of redesigning.*

*2) Redo the whole Project.*

*3) Shut the Unit.*

*4) Terminate the involved employees.*

# Code of Ethics (.8) in Indian Company (2005)

The values & principles of – co. have never been articulated – values, ethics and business principles expected from him/her.

Securities & Exchange Board of India 2005 – (SEBI) requires all the Board of Directors of all listed company to lay down code of conduct for \_\_\_\_\_

- 1) National interest – economic benefit of countries wherever they operate.
- 2) Financial Reporting and Recovery in all fairness. Accessible to auditors and authorized parties.
- 3) Competition – strive for establishment of competition open market economy. Co. will not engage in activities which support formation of monopolies.
- 4) Equal opportunities Employer

- Gifts or Donations
  - Govt Agencies - no payments to get favours
  - Political non alignment
  - Health, safety and environment
  - Corporate Citizenship – QOL of employees
  - Public representation of Co. and Group.
  - Use of brands
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- **FOCUS ON EMPLOYEE & EMPLOYER**
  - **NO MENTION OF PRODUCT OR USER CLIENT**

# PEARLS!!!!

- Next time you visit a Doctor .TRUST
- ETHICS are moral duties and values.IMBIBE
- Be Empathetic.Put yourself in your clients shoes and then DECIDE.
- Code of conduct & Ethics for every organization addressing interests of clients and Quality of Product.

# Mother Teresa

**“Medicine is a mission”  
It is not a profession  
and  
it is not a business”**



**THANK YOU**  
**for**  
**PATIENT LISTENING**