

International Dental Ethics and Law Society

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Finish Dental Association

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THE PROFESSIONAL ETHICS INITIATIVE IN DENTISTRY

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Conflicts of Interest Disclosure

Values, and the agents that identify, prioritize, or equate notions of value need fair disclosure

Money is one form of equating values. It is neither the values themselves nor the reality that values represent; money, then, is twice removed from the reality it prices.

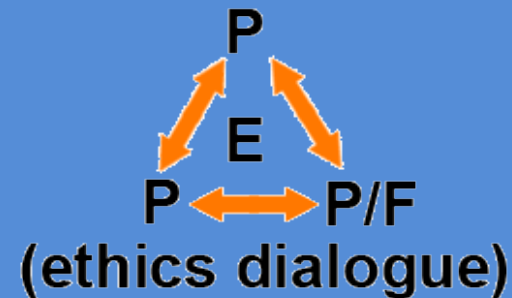
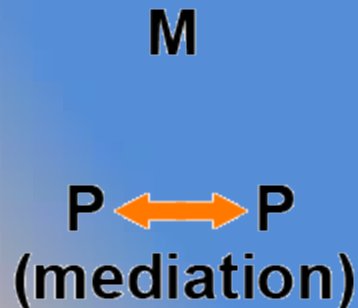
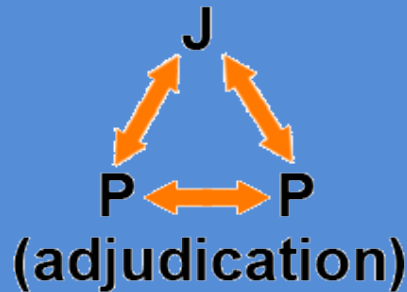
Pricing any value, devalues

Methods of Addressing Conflict:

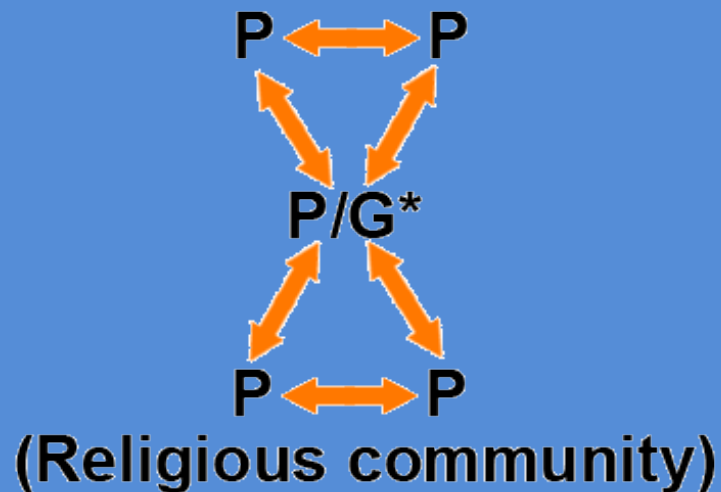
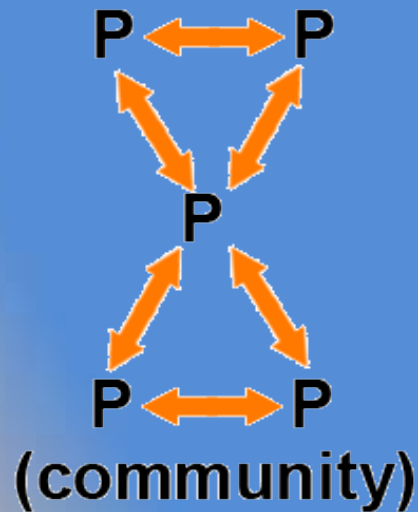
Some key distinctions about the relationship of persons /parties using different methods for addressing conflict – including values conflicts.

- P = person or party
- J = law/judge
- A= arbitrator
- M = mediator
- E = ethic framework
- F = facilitator

Methods of Addressing Conflicts



Discernments as conflict resolution



- *G = God or Absolute Good/ Absolute Value

The Word “*Ethical*”

- can get very complex
- for here, a general idea is sufficient
- “what ought or ought not to be done when someone’s well-being, rights, duties, principles, virtues or ideals are at stake”

The Word “*Ethical*”

- not colored with any particular set of ethical values or rules, principles, rights, or ideals.
- characteristics of ideal ethical thinking are for any particular standard of right/wrong considered
- Leads to excellent ethics dialogue

Ideal Ethical Thinking and Excellent Ethics Dialogue

1. **“Thorough and accurate ethical awareness**
2. **“Sound ethical reasoning”**
3. **“Appropriate motivation” (Identity)**
4. **“Effective implementation.”**
 - knowing how to carry out what we have determined ought to be done
 - addressing emotional limitations

Ideal Ethical Thinking and Excellent Ethics Dialogue

5. “Consolation.”

solari, “to soothe”

con-, “together.”

- the hardest part of making a judgment in a difficult ethical matter is how lonely it feels
- no one else can make our choices for us, we do not need to think alone

Ideal Ethical Thinking and Excellent Ethics Dialogue

6. “Short-Term and Long-Term Coherence.”

7. “Affirmation of the Ethical Thinker as an Active Source of Ethical Conduct.”

8. “Common Effort for Shared Goals.”

- social setting can be hindered by injustices around us
- involves viewing relevant others as trusted supporters - not competitors or adversaries

Ethical thinking in social context of common effort for shared goals

- 8 B. the ethics dialogue itself is a social setting
- each party's considering him or herself—and being considered by the other—as an active source of ethical conduct is mutually affirmed
 - each party sees the dialogue itself as a common effort for shared goals is supported
 - This is important in relation to the larger social context of the partners' ethical thinking and to the success of ethics dialogue itself

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COLUMN: Chairside Conscience *by* Patthoff/Ozar
Conquering Conflict, Part Two
The “How-To” of Ethics Dialogue

Professional Ethics Initiative

American College of Dentists

American Dental Association

American Dental Education Association

American Society of Dental Ethics

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Premises

- Need more expertise in dental ethics
- All dental practices and organizations have an imbedded ethical infrastructure
- Dental practices and organizations can be conscientiously well structured

Well structured practices and organizations

1. Reduce ethical lapses
2. Create positive ethical climate
3. Nurture a stronger profession

Well structured ethical practices and organizations

1. Have an aspirational focus and character
2. Motivate , encourage, and inspire
3. Do not regulate or penalize

Benefits

- Easiest way to raise overall level of the profession
- Less expensive and damaging than litigation
- Less invasive than regulation
- More positive and collaborative than commercialism

Evidence of Business Research

- Organizations that assess and strive for high qualities in ethics:
 1. Greater productivity
 2. Increased innovation
 3. High employee loyalty
 4. High customer satisfaction
 5. Consistent profitability

Goal

- Improve ethical climate of dentistry
- Enhance dentistry's professional ethics base

Expectations

- Significant improvement of the quality and standards of oral health care
- Clearer vision of dentistry's professional ideals
- Improved oral health of the public

Oversight and Organization

- Select steering committee having official representation from:
 1. ACD
 2. ADA
 3. ADEA
 4. ASDE
 5. others

Four distinct programs

Four different foci

- Individuals
- Practices
- Organizations
- Resources

Individuals

Program 1

Focus - increase dentists having ethics knowledge, skills, and training:

- Advocate
- Instructor
- Scholar

Accomplishments and Developments

- ACD Pilot Workshop Hawaii Fall 2009
- Kennedy Institute: The Dental Ethics Symposium
June 6 – 11, 2010
- Descriptions of qualifications and competencies are under development
- Formal training programs for advocate and instructor are initiated and being refined
- Suitable degree programs are being identified

Practices

Program 2

Focus - implement voluntary, no-fee self assessment program for practicing dentists to discern the ethical infrastructure of their practices

- Practice self assessment materials:
 1. Overview of program
 2. Self evaluation questions and instruments
 3. Guided self evaluation ideals and procedures
 4. Suggested improvement activities keyed to self evaluation results

Additional Self Assessment Options

- Submission of single page report for recognition (and program monitoring)
- Recognition by key organizations of practices that satisfy ideals
- Encouragement and support in making changes for practices wanting to be re-evaluated to meet ideals
- Ideals developed and monitored by ad hoc body

Organizations

Program 3

- Focus** – voluntary program for organizations to self assessment their professional ethics infrastructure and organizational ethical climate (dental schools, state and specialty societies, industry etc.)
- Similar to the Practices program and resembling the Malcolm Baldrige National Quality Award – customized and including a visiting consultant

Goal of Program 3- Organizations

- Continuous improvement – recognition of benchmark stages by key organizations
- Ideals developed by an ad hoc body
- Development and evolution of a model for positive ethical infrastructure – similar to the Baldrige process prioritizing professional COLLABORATION over business COMPETITION
- Publication of the Process and Achievements

Resources

Program 4

Focus – a dental ethics resource clearinghouse to gather, organize and make available the ethics resources in dentistry and related fields

- Develop new resources where indicated
- Availability through on-line resources- with encouragement to share materials – no use or sharing fees expected

Resource Examples

1. Ethics presentations, lectures on video
2. Online courses at www.dentaethics.org
3. Turnkey ethics courses
4. Reference materials – books, manuals, articles etc.
5. Tests, quizzes, self assessment instruments
6. Cases and complex ethical decisions (dilemmas)

Resource Examples Continued

6. Cases and complex ethical decisions (dilemmas)
7. Resources for state and national boards
8. Speakers Bureau
9. Information on graduate degree programs with emphasis on online courses

All Clearinghouse activities coordinated and administered by ACD and others

Near Future Objectives

- Gain active participation from partners, including agreement on representation, program
- Complete detailed planning of all four program elements
- Publicized goals and progress of the initiative to the greater dental community
- Secure organizational funding and seed grants through a variety of sources and key groups

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