



Professionalism

Professionalism in cultural context

(13)



Objectives:

- The role of culture in health care
- Different Consultation Models
- Importance of Respect to others' beliefs
- **PEARLS** Concept

Characteristics of Professionalism:

- Competency.
- Responsibility.
- Attitude.
- Conduct on the job.

Attitudes Central To Medical Professionalism In Cultural Context

- Humility تواضع
- Empathy تعاطف
- Respect
- Sensitivity
- Curiosity
- Awareness of all outside influences including cultural on patients health

Cultural context	
Knowledge	Skills
<p>1.It is important for a medical student or post graduate trainee to learn about the surrounding community in which he/she practices or trains.</p> <p>e.g. Socio economic status, patterns of housing nutritional habits, healing practices and disease incidence and prevalence.</p> <p>2.The knowledge taught has specific evidence based impact on health care delivery.</p> <p>e.g. How Ramadan fasting affects Muslims who are diabetic.</p>	<p>It is crucial to understand health beliefs of those who come from different cultures or have different health care experiences.</p>

Three fundamental principles:

Patient welfare	Patient autonomy	Social justice
<ol style="list-style-type: none">1. Professional competence2. Honesty with patients -- integrity3. Patient confidentiality4. Caring attitude5. Scientific knowledge6. Maintaining trust Setting and maintaining professional standards		<ol style="list-style-type: none">1. A just distribution of resources2. Managing conflict of interest3. Improving quality and access to care4. Respect for colleagues

Cultural Influences,

While providing professional care physician must not impose his / her view on a patient's:

- Life style, culture, beliefs, race.
- Sex, age / sexuality.
- Social status / economic worth.

Physicians must be prepared to explain and justify his / her actions and decisions.

CONFIDENTIALITY

- Confidentiality concept may not be the same in the East as in the West.
- However its principles are applicable in most settings.

The Centrality Of Patient Physician Relationship To Medical Professionalism Four Possible Consultation Models

<p>PATERNALISTIC MODEL</p> <p>Physician as a parent</p>	<p><u>Dependent on community's social values and moral norms</u></p> <ul style="list-style-type: none"> Physicians are in the best position to judge what is best for their patients. In a strong form of this, physicians authoritatively order patients to assent (with coercion if necessary). Culturally applicable in Chinese culture and partially in other Far East and South Asian cultures.
<p>DELIBERATIVE MODEL</p> <p>Physician as a MENTOR</p>	<ul style="list-style-type: none"> Physician objectively knows and prioritizes patient's personal and medical values. The physician mentor's grip on decision making is more relaxed than the physician / parent model but autonomy-conscious patients find it unsatisfactory. Culturally this is an option for some of the patients in Eastern countries
<p>INFORMATIVE ENGINEERING MODEL</p> <p>Physicians as TECHNICIANS</p>	<ul style="list-style-type: none"> Physicians only provide value neutral medical information and leaving patients to make decisions independently based on personal values (total patient autonomy) Physicians treat diseases rather than patients and sick persons are "Consumers". Culturally applicable To certain sections of Western and relatively less eastern population.
<p>INTERPRETIVE/ COLLEGIAL MODEL</p> <p>Physicians as FRIENDS OR COUNSELLORS</p>	<ul style="list-style-type: none"> Physician's medical facts and patients personal values contribute to balanced medical decision-making. Upholds patient autonomy without undermining the physician's duty of beneficence. Shared decision making Culturally popular in the West Increasingly accepted in the East .

Special Cultural Issues In Professional Care In Different Parts Of The World:

- Insistence on eye contact?
-
- Uncovering of face in some females
-
- Undressing of female patients?
-
- Sharing of confidential information with spouses, relatives?
-
- History taking of female adults from parents or husbands?
- Giving information to patients in a way they can understand

Accepting gifts or other inducements

- You should not ask for or accept any material rewards, except those of insignificant value from representatives of pharmaceutical companies.
- Help with conferences and educational activities may be acceptable.



Physicians must not exploit patient's vulnerability or lack of medical knowledge.

RESEARCH

- Research should not be contrary to the patient's interest e.g. exploitation of developing countries patients.
- Research protocol should be approved by a research ethics committee.
- This committee may be non-existent in many settings.
- Your conduct in the research must not be influenced by payments or gifts.
- Record your research results truthfully.

Cultural Context In Under-graduate Medical Education Curriculum:

- The goal of the curriculum should be to prepare students to care for patients from diverse social and cultural backgrounds including racial, ethnic and gender biases.

CRASH Course

in Cultural Competency training program for medical professionals. CRASH is a mnemonic for the following essential components of culturally competent health care:

- Cultural Competency
- Respect
- Assess
- Sensitivity/ Self Awareness
- Humility



The goal of the CRASH-Course in Cultural Competency is to build confidence and competence in the clinician's ability to communicate effectively with diverse patient populations.

Professionalism in Different Cultural Contexts

- **Partnership:** Working with the patient to accomplish a shared outcome
- **Empathy:** Recognizing and comprehending another's feelings or experience
- **Analogy:** Being willing to acknowledge or express regret for contributing to a patient's discomfort, distress, or ill feelings
- **Respect:** Non-judgmental acceptance of each patient as a unique individual; treating others as you would have them treat you.
- **Legitimization:** Accepting patient's feelings or reactions regardless of whether or not you agree with those perceptions.
- **Support:** Expressing willingness to care and be helpful to the patient however you can.

□ Culture is directly related to health promotion, disease prevention, early detection, access to health care, trust and compliance

CONCLUSION

Patients are entitled to good standards of professional practice and care in all cultural settings.

The essential elements of this medical professionalism are:

1 - Professional competence.

2 - Good relationship with patients and colleagues.

3 - Observance of professional ethical obligations.

Medical teachers should be a role model' in application of these essentials .

Quiz..

- 1) Give the different types of patient physician relationship in different parts of the world?**
- 2) Write one example about the relationship of patient physician in switzerland?**
- 3) What is your preference as a role model and why?**
- 4) What does the expression “PEARLS” stand for?**

Thanks for checking our work!