



# Professionalism

## Accountability, Altruism & Integrity

(2)



### Objectives:

- Discuss the meaning and the key components of accountability.
- Discuss the place of accountability in professionalism.
- Explain why accountability is needed in the medical profession.
- Discuss the meaning and key components of altruism and integrity.
- Interpret some practical examples about accountability, altruism and integrity.
- Apply knowledge learnt to case scenarios.

# Accountability

## Definition:

Procedures and processes by which one party justifies and takes responsibility for its activities.

## It comprises:

- responsibilities to **patients**.
- **patient-physician relationship**.
- responsibilities to **colleagues**.
- responsibilities to the **profession**.
- responsibilities to the **society and public**.

## Key components of accountability: (Meanings of accountability)

### Responsibility

- 1) That means to become **responsible (accountable)** to patients, their families, society & community.
- 2) To become accountable for **quality** of care, resolving conflict, and upholding principles.

### Self-regulation in activities

This means that physicians' actions and behavior should reflect legal, good ethical conduct, and no financial conflict in their performance.

### Standard setting for current and future members of the profession

Accountability is about our willingness to maintain these professional standards in our day-to-day practices.

### Ability to resolve conflict

Conflict might be financial, pharmaceutical. There is a need to disclose any conflict that could damage doctor's accountability.

### Free acceptance of duty to serve public

A doctor is accountable for improving the standards of the health care of their community, their country and worldwide.

### Explain and give reasons for actions that could have caused harm to the patient, colleagues, and community

A doctor is accountable for actions that could cause harm to the patient, colleagues, and community.

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## why do we need accountability?

- Accountability is the key for providing optimal health care services.
- Accountability enables continuing improvements in the health care system at its different levels.
- Accountability helps in protecting the rights of patients.
- Accountability is essential in resolving conflicts.
- Accountability is essential for building trust, and ensuring that the workplace environment is safe and healthy.
- Accountability reflects behaviour and attitude of responsible people.

## Responsible style:

- Promise only what can be delivered: Commitment ,delivered on time, accountability.
- Support the basic tents of the profession: Develops a philosophy and sound rationale for professional practice.
- **Thinks before reacting:** Foresees possible outcomes of professional actions.
- Evaluates his/her professional practice: Confronts discrepancies between intentions and actions.

## Why accountability is important to learn by medical students?

Social accountability for medical students is needed as **behavior** and as a **practice** and not needed as knowledge.

## Social Accountability of Medical Students:

- To enhance the health of people by educating physicians (e.g., prevention and early detection of diseases) & medical students; by conducting research in clinical and basic medical sciences and working with a research team conducting such studies.
- **By promoting the skills and attitudes of lifelong learning.**
- **Preparation of future doctors to respond to population needs.**
- By committing your self to volunteer work that help in improving health care and awareness about diseases in the community.

## Initiative (Read only)

### Definition:

- The action of creating or starting.
- To make a conscious effort to do things without being told to and to find alternatives if an option is not possible.

### Characteristics of an Initiative:

- People with initiative character are starters and self-motivators.
- Have the ability to begin or to follow energetically with a plan or task.
- Took the initiative in trying to solve the problem.
- Have the power to or right to introduce a new legislative measure.

## Altruism

### What does altruism mean?

- To go beyond the call duty to help meeting the needs of others. In other words, to put the duty and patient care ahead of your own needs. The sense of “giving” of oneself in patient care.
- The roots of the word “altruism” is from the Latin word alter, meaning “other”, meaning to look after others and help them.

### What are the key elements in altruism?

- Donate time to humanitarian causes such as Medicine Sans Frontieres (Doctors with no borders).
- Help or treat patients who are poor or cannot afford the costs of the service.
- Going beyond the call of duty to help patients.
- Show selfless behaviour and the willingness to serve others, particularly those in need.
- Unselfish concern for the welfare of others.
- Subordinate your own interest to the interest of others.

## Trustworthiness (Read only)

**The corner stone of the practice of medicine**

Definition: Deserving of trust or confidence. Synonyms: true, accurate, honest, faithful

- The demonstration of compassion, service and altruism that earns the medicine profession the trust of the public.
- Trustworthy people keep their promise, are honest, reliable, principled and never inappropriately betray a confidence.
- It embodies FOUR ethical principles:

**A- Integrity B- Honesty C- Promise – Keeping D- Loyalty**

# A-Integrity

\*Walk the Talk when it comes to Integrity\*

## The most important factor in trust.

Integrity carries the sense of wholeness: a person of integrity like a whole number, is a whole person, undivided, complete.

Integrity is doing the right thing when no one is watching. represented by a number of values such as honesty, trustworthy, fairness, and no favoritism.

## Meaning in more details:

- Highest standards of behaviour.
- Refusal to violate one's personal professional codes.
- Being fair, honest and truthful.
- Keeping one's word.
- Avoidance of relationships that allow personal gain to supersede the best interest of patients.
- Not working in the darkness or involved in any behaviour that aims at harming others or taking their rights without their knowledge.

## Person with integrity: (More info)

- Listen to his consciences and live by his principles no matter what others say and no matter the personal cost.
- Is honorable and upright in all actions.
- Has the courage to do what is hard or costly or failure is probable.
- Build and guard his reputations.
- Don't do anything he feels is wrong.
- Don't lose heart if he fails.



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F A I T H F U L  
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## B-Honesty (The whole page, Read only)

✓	X
Being honest in our conduct means <b>playing by the rules</b> and being trustworthy of another's property and belongs.	Dishonest conduct by <b>ways of cheating can come in many forms</b> , such as trickery, fraud , misleading ,deliberately violating the rules, and swindling.
<b>Two types of honesty:</b>	
<ul style="list-style-type: none"><li>● <b>Communication Honesty:</b></li><li>● Being truthful in representing facts and intentions to the best of one's knowledge.</li><li>● Sincerity and candor.</li></ul>	<ul style="list-style-type: none"><li>● <b>Conduct Honesty:</b></li><li>○ <b>Cheating</b><ol style="list-style-type: none"><li>1- Using unauthorized materials to achieve better grade.</li><li>2- Falsification or invention of any information.</li><li>3- Attempting to help another person in an act of cheating.</li></ol></li><li>○ <b>Plagiarism</b> (Submitting an assignment as if it were one's own work).<ol style="list-style-type: none"><li>1- Submitting a work that is purchased or obtained from internet source.</li><li>2- <b>Incorporating a word or ideas of an author into one's paper without acknowledging the original source.</b></li></ol></li></ul>

## C-Promise Keeping

- A vital moral aspect of reliability.
- Promise is a vow, pledge, a declaration assuring that one will or will not do something.

### o Two areas of promise keeping:

- A. Good work habit: complete our job /task
- B. Reliability: being dependable e.g. Return what you borrow, pay your debts, show up on time, and be prepared.

## D-Loyalty

- **This could be loyalty to an oath, one's family, and our country.**
- It implies the unfailing fulfillment to one's duties and obligations and strict adherence to vow or promise.

## Trustworthiness in medicine

- Physicians are expected to make patients' needs the first priority.
- Physicians should consider their contributions to their individual patients, to their own practice, the community and the health care system.

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## Physician should (Read only)

- Demonstrate professional competence
- Be aware of their deficiencies.
- Obtain help when needed.
- Be honest and communicate information in complete confidence.
- In communications with the community, physicians must ensure that representations they make are to the best of their knowledge and truthful.

## Take Home Message

- **Accountability = Responsibility.**
- **To be accountable you need to have self-regulation in your day-to-day actions.**
- **Accountability requires that we maintain standard setting.**
- **Accountability requires that we resolve conflicts (financial, ethical, moral, pharmaceutical etc).**
- **Altruism means putting the patient's healthcare needs ahead of yours.**
- **Integrity is not about talking or claiming great values that you know or have. Integrity is about demonstrating that the values you hold you are applying in your day-to-day practice.**

## MCQ's

1. Which one of the following is not a responsibility style:
  - a. Promising only what can be delivered.
  - b. Professional competence.
  - c. Evaluating the professional practice.
2. To make a conscious effort to do things without being told to and to find alternatives if an option is not possible.
  - a. Responsibility
  - b. Promise keeping
  - c. Initiative
  - d. Accountability