

# 4

## Professionalism in a cultural context

Editing File

Objectives:

- 1- The role of culture in health care
- 2- Different Consultation Models
- 3- Importance of Respect to others' beliefs
- 4- PEARLS Concept

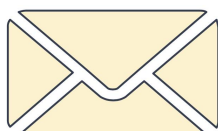
Color index:

Slides

Important

Doctors notes

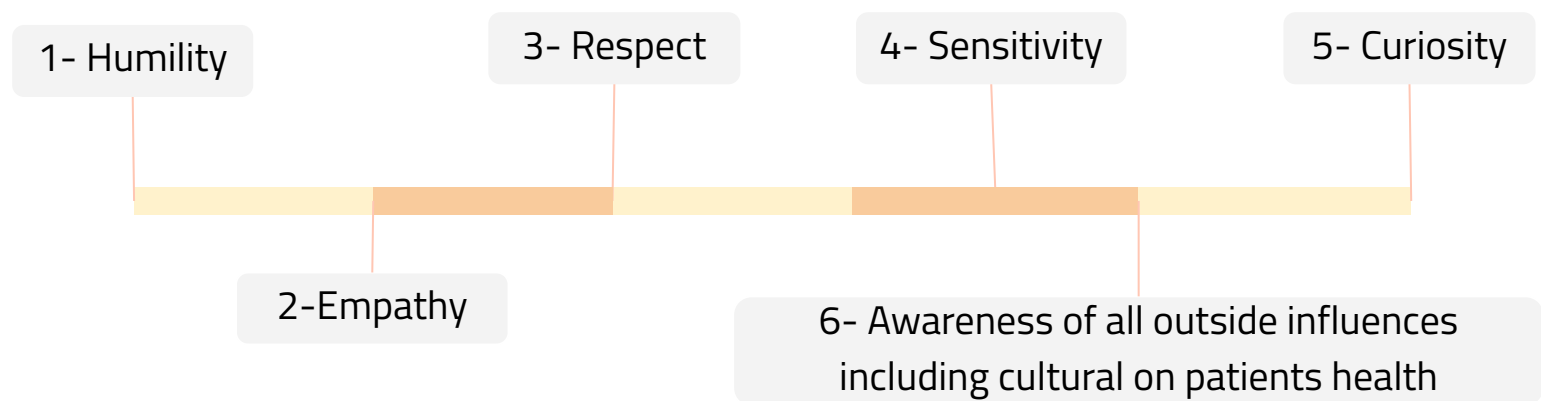
Extra



## 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.

### Attitudes Central To Medical Professionalism In Cultural Context :



### Focusing on knowledge in cultural context

- 1. It is important for a medical student or postgraduate trainee to learn about the surrounding community in which he/she practices or trains E.g.** Socio economic status, patterns of housing nutritional habits, healing practices and disease incidence and prevalence.
- 2. The knowledge taught has specific evidence based impact on health care delivery.E.g.** How Ramadan fasting affects Muslims who are Diabetic.

### Focusing on skills in cultural context

- 1. It is crucial to understand health beliefs of those who come from different cultures or have different health care experiences.**

## Characteristics of Professionalism

Competency

Responsibility

Attitude

Conduct on the job

IMPORTANT

## Three fundamental principles of Medical Professionalism :

1- Patient welfare



لصالح المريض

2- Patient autonomy



استقلالية المريض

3- Social justice



## Patient Welfare Including Autonomy

Professional competence

Honesty with patients,  
integrity

Patient confidentiality

Caring attitude

Scientific knowledge

Maintaining trust

Setting and maintaining professional standards

## Social justice

1- A fair distribution of resources

2- Managing conflict of interest

3- Improving quality and access to care

4- Respect for colleagues

The Centrality Of Patient Physician Relationship To Medical Professionalism has 4 Possible Consultation Models :

Physician as parent, imam or priest (paternalistic) **Eg. China, far east**

Physician as a mentor

Physician as a technician or contractor

Physician as a friend or Counselor

# Cultural Influences

## Cultural Influences On Medical Professionalism

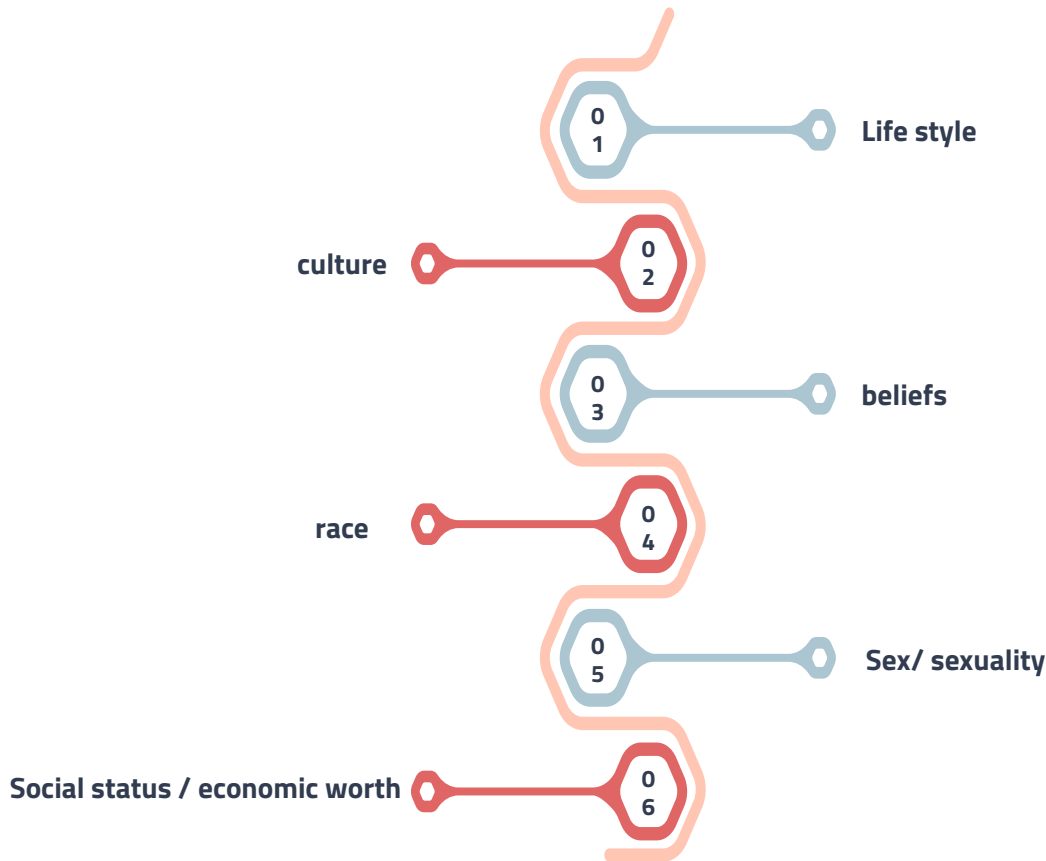
Dependent on community's social values and moral norms

<p><b>1- Paternalistic model</b></p> <p>دور الوصاية على المريض</p>	<p><b>Model type</b></p>	<p><b>2- Deliberative model</b></p> <p>تقديم النصيحة مع إتاحة الخيار للمريض بقليل من التأثير، ما تعجب حقين استقلالية المريض؛ لأن الدكتور كأنه وصي بين أخف شوي من النموذج الأبوي</p>
<p>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).</p> <p>Physicians as a parent</p>	<p><b>Description</b></p>	<p>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.</p> <p>Physicians as a mentor</p>
<p>in <b>Chinese</b> culture and partially in other Far <b>East and South Asian</b> cultures.</p>	<p><b>popularity</b></p>	<p>Culturally this is an option for some of the patients in <b>Eastern</b> countries</p>

<p><b>3- Informative engineering model</b></p> <p>فقط إعطاء الحقائق بدون التدخل في القرار إطلاقاً، الدكتور كأنه كمبيوتر</p>	<p><b>Model type</b></p>	<p><b>4- Interpretive/ collegial model</b></p> <p>هذا الوضع مريح أكثر وأقرب لمناقشة واضحة ومفهومة وقرار مشترك بين الاثنين</p>
<p>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".</p> <p>Physicians as technicians</p>	<p><b>Description</b></p>	<p>Physician's medical facts and patients personal values contribute to balanced medical decision-making.</p> <ul style="list-style-type: none"> <li>Upholds patient autonomy without undermining the physician's duty of beneficence.</li> <li>Shared decision making</li> </ul> <p>Physicians as a friends or counsellors</p>
<p>Culturally applicable to certain sections of <b>Western</b> and relatively <b>less eastern population.</b></p>	<p><b>popularity</b></p>	<p>Culturally popular in the <b>West</b> ,Increasingly accepted in the <b>East</b> .</p>

# Cultural Influences

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



- 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.

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

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

# Cultural Issues Contd



## **Accepting gifts or other inducements**

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



## **Research**

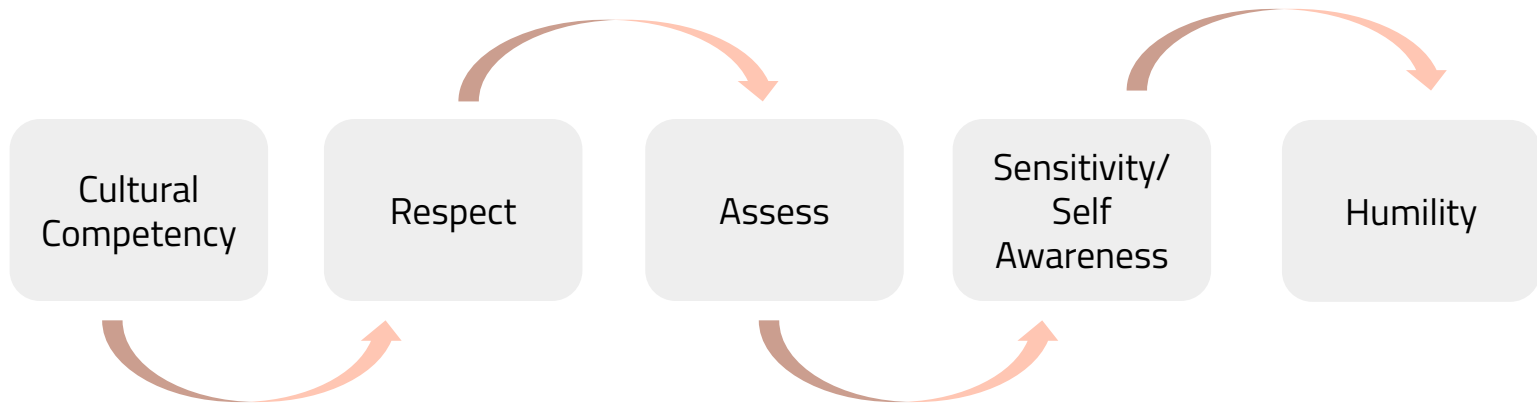
- Research should not be contrary to the patient's interest e.g. exploitation of developing countries patients.
- Research protocol should be approved by a research ethics committee.
- This committee may be non existent in many settings.
- Your conduct in the research must not be influenced by payments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



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

# Professionalism in Different Cultural Contexts

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



## Partnership

Working with the patient to accomplish a shared outcome

**P**

**S**

## Support

Expressing willingness to care and be helpful to the patient however you can.

## Empathy

Recognizing and comprehending another's feelings or experience

**E**

**L**

## Legitimization

Accepting patient's feelings or reactions regardless of whether or not you agree with those perceptions.

## Analogy

Being willing to acknowledge or express regret for contributing to a patient's discomfort, distress, or ill feelings

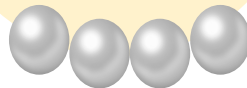
**A**

**R**

## Respect

Non-judgmental acceptance of each patient as a unique individual; treating others as you would have them treat you.

**Professionalism  
in Different  
Cultural Context**





## Conclusion and summary

- ◆ 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
- ◆ We must learn to demonstrate our respect to individual patients in ways that each person will receive or perceive as being respectful.

## Team Leaders

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