



The Medical Professionalism Project

A short film series about ethics and professionalism in healthcare

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CENTER FOR
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Trent Center

for Bioethics, Humanities & History of Medicine
Duke University & School of Medicine

IN COLLABORATION WITH
DUKE HEALTH &
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RESEARCH INSTITUTE

The goals of the Medical Professionalism Project are to:

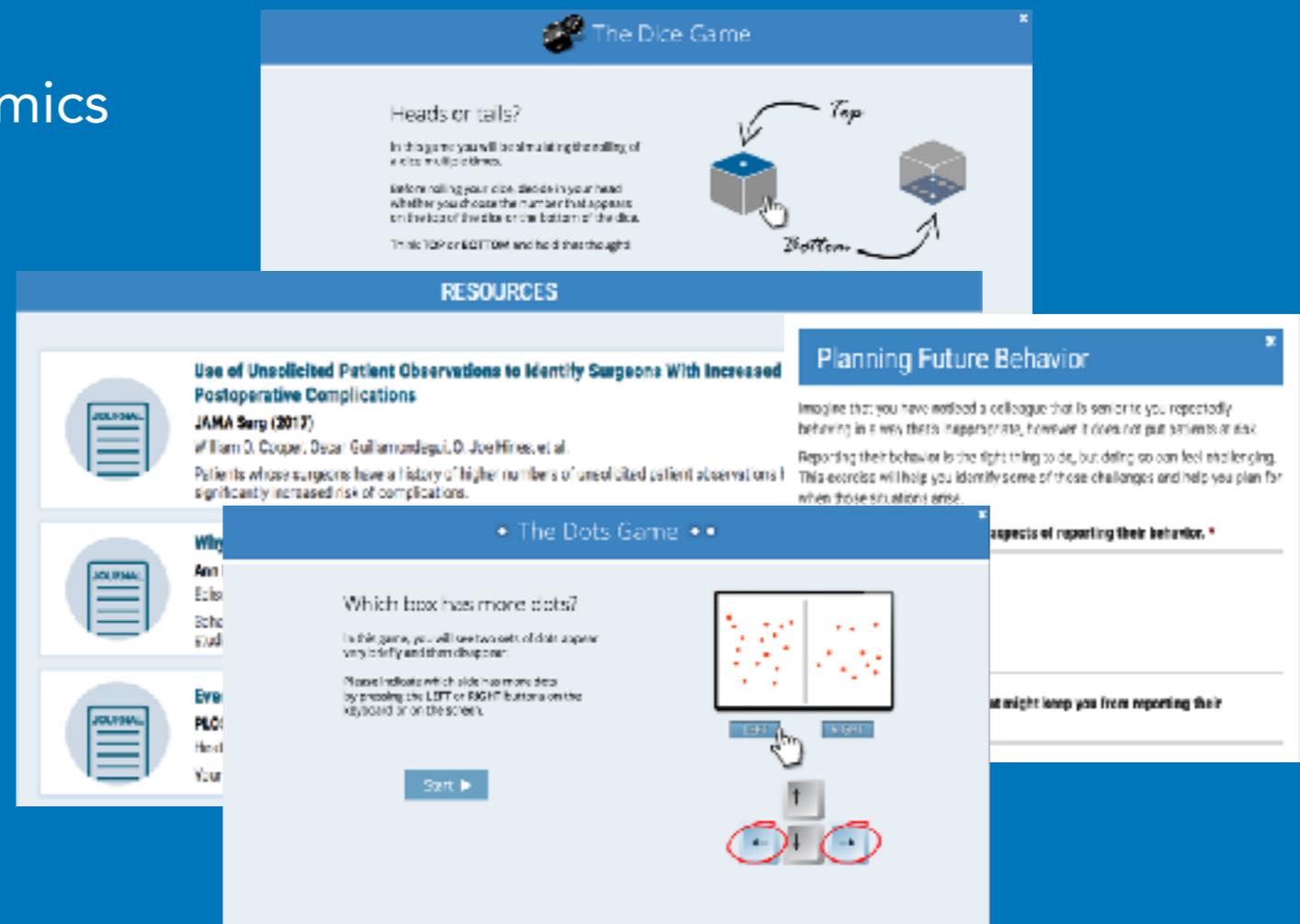
- 👨🏻‍⚕️ **Explore** the fields of medicine through the lens of **behavioral science**
- 👨🏻‍⚕️ **Recognize the complex expectations** and challenges of being a healthcare provider
- 👨🏻‍⚕️ **Provide tools** for improving behavior, culture, and communication across the fields of medicine
- 👨🏻‍⚕️ **Offer a new way to tackle difficult subject matters** by engaging in the work of award-winning filmmakers and scientists.

The complete series includes 5-10 minute episodes, a robust web platform with **games, exercises, and resource lists.**

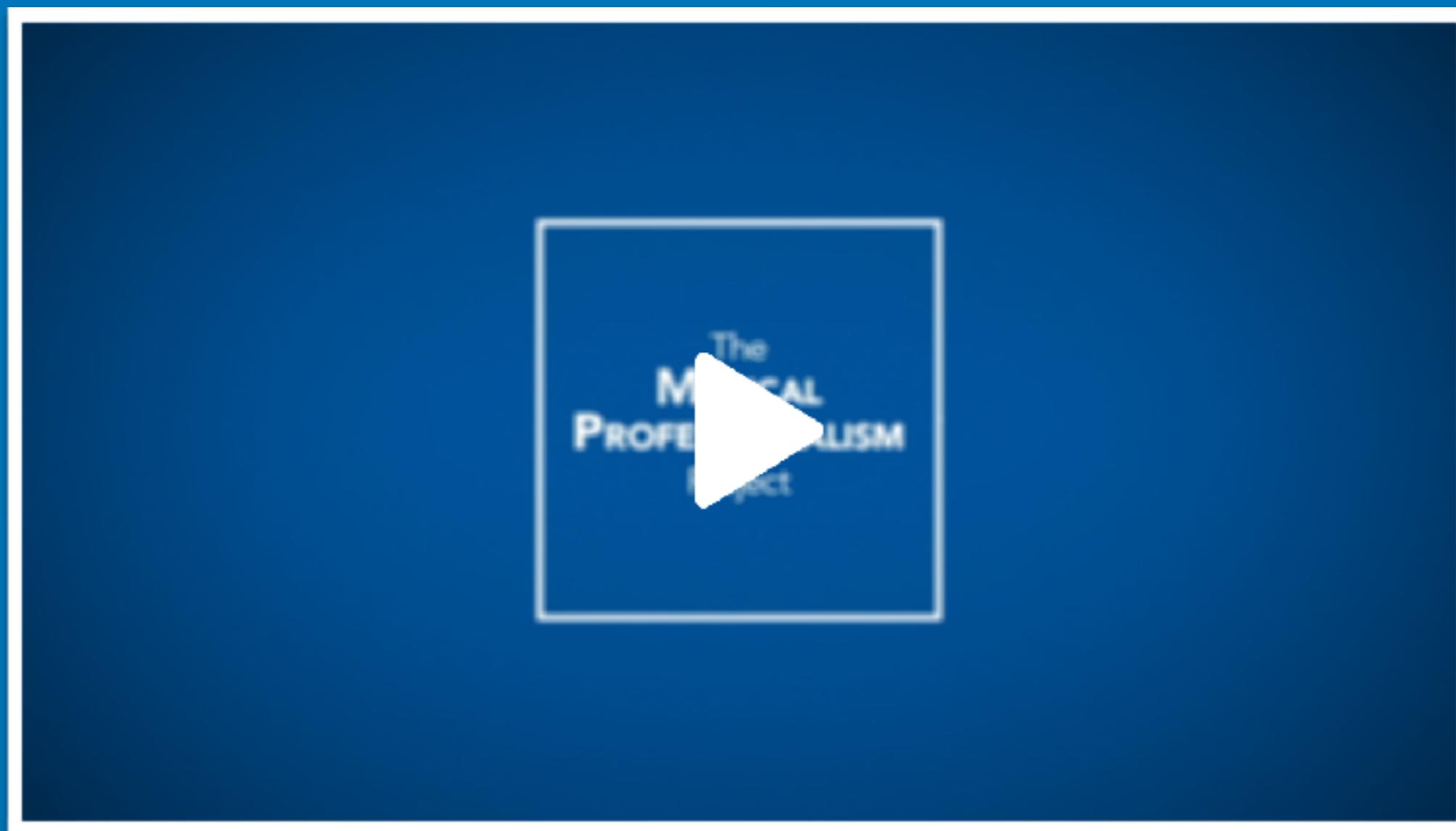
In addition to online viewing, the episodes can be licensed **individually**, in **bundles of three**, or as a **complete series** for use in classrooms, presentations, or grand rounds.

See episode topics below:

- 👤 Introduction to Behavioral Economics
- 👤 Social Norms
- 👤 Distance from Money
- 👤 Testing and Treatment
- 👤 Burnout
- 👤 Disclosing Mistakes
- 👤 Conflicts of Interest
- 👤 Research
- 👤 Inequities in Healthcare
- 👤 Communication
- 👤 Shared Decision-Making
- 👤 Maintaining Professionalism



Series Trailer



The complete series can be found on our web platform for up to **6 CE, CME, and MOC credits.**

In support of improving patient care, Duke University Health System Clinical Education and Professional Development is accredited by the American Nurses Credentialing Center (ANCC), the Accreditation Council for Pharmacy Education (ACPE), and the Accreditation Council for Continuing Medical Education (ACCME), to provide continuing education for the healthcare team.



DukeHealth

Through the American Board of Medical Specialties ("ABMS") ongoing commitment to increase access to practice relevant Maintenance of Certification ("MOC") Activities through the ABMS Continuing Certification Directory **The Medical Professionalism Project** met the requirements as an **MOC Part II CME Activity** (apply toward general CME requirement) for the following ABMS Member Boards:



Allergy and Immunology

Anesthesiology

Family Medicine

Nuclear Medicine

Ophthalmology

Physical Medicine and Rehabilitation

Preventive Medicine

Psychiatry and Neurology

Radiology

Thoracic Surgery

Urology



The Series

Episode 1 - Introduction

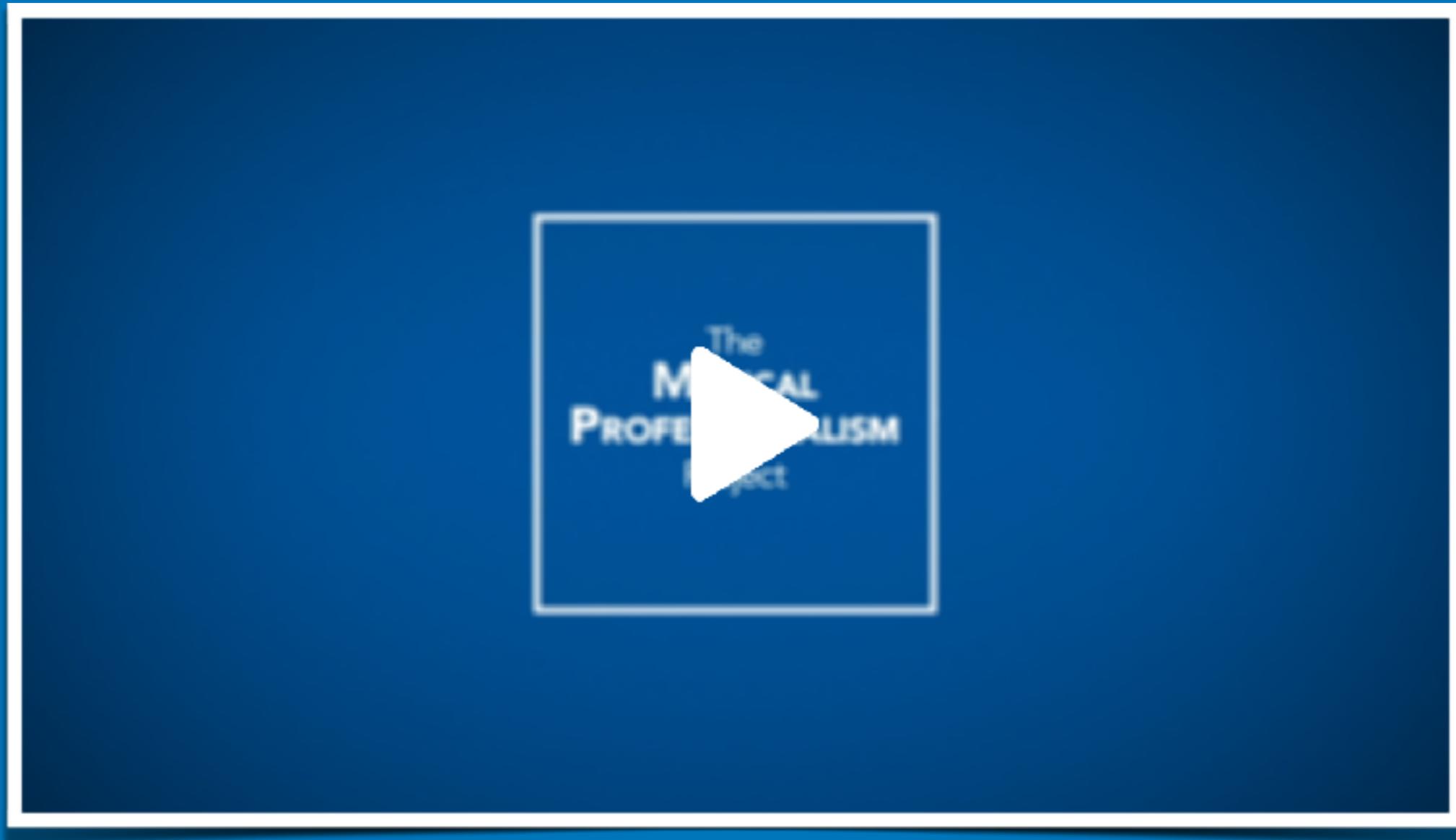
What are 'fudge factors' and how do they relate to you as a medical professional? Dan Ariely's research provides the behavioral science foundation for this series.



Dan Ariely is the James B. Duke Professor of Psychology and Behavioral Economics at Duke University. A distinguished author, Dan has written several best-selling books, including *Predictably Irrational*, *The Upside of Irrationality*, and *The Honest Truth About Dishonesty*. His TED talks are world-renowned, with over 10 million views.



Episode 2 - Social Norms



How the medical team interacts with one another affects patient outcomes. Creating a culture of respect is key.

Episode 3 - Distance From Money

Technology continues to revolutionize medicine. Recent advancements, including electronic health records and billing systems, have increased the distance between healthcare providers and the economic consequences of their decision-making.



"I worry that things like the cloning of notes, like the upcoding that goes on fairly ubiquitously, are creating a culture where we haven't stayed true and honest."

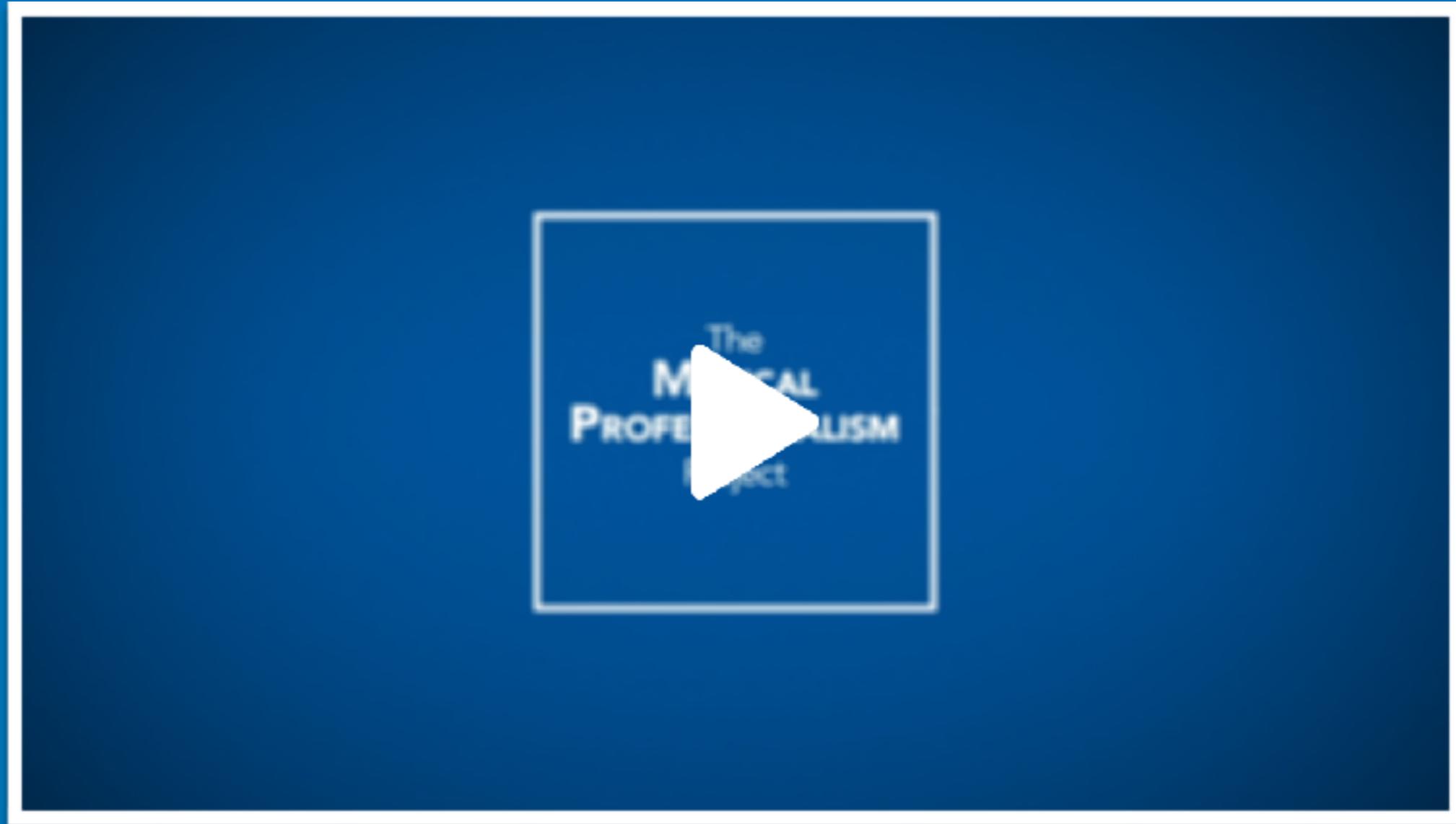
Episode 4 - Testing and Treatment

Patients are asking for more.
Providers can do more. But
when is it too much?



"I think a lot of the time the inappropriateness of testing is driven by some earnest desire to avoid missing something."

Episode 5 - Burnout



Burnout rates continue to climb among healthcare providers. The consequences are severe both for providers and their patients, but small interventions can help.

Episode 6 - Disclosing Mistakes

The pressure providers feel to be infallible is as real as it is unattainable — but honesty about errors is meaningful for all involved.



When physicians assume responsibility, apologize, and outline steps to prevent recurrence, patients who experience medical errors are less likely to see legal advice. — Clinical Orthopaedics and Related Research, 2009

Episode 7 - Conflicts of Interest

Conflicts of interest affect almost all healthcare workers, yet we often fail to recognize the factors that influence our decision-making.



"What's best for the patient gets a little bit influenced by what's easy, by what's available, potentially by what I can charge for in my own office."

Episode 8 - Research

Medical research, in particular human clinical trials, are challenging and risky endeavors. A high-profile case reveals the complications and perils of this work.



"He believed after discussions with the representatives from Penn that the worst that could happen in the trial would be he would have flu-like symptoms for a week. I learned after Jesse's death that Penn had removed from the information they gave Jesse and me any reference to deaths of monkeys..."

Episode 9 - Inequities in Healthcare

Quality of care varies greatly across economic, gender, racial, and ethnic lines (among others). How can providers bring more attention to these issues in their own practices and work to address inequity?



"We are often trained on people who are lower-income people who don't have health insurance or have public health insurance. Then, you're supposed to apply that to the general population."

Episode 10 - Communication



Communication is a critical part of patient care, but it has been historically undervalued in medical training, leaving providers less equipped to handle difficult conversations.

Episode 11 - Shared Decision-Making

Shared decision-making has yet to be widely implemented or championed in medicine. Though there are hurdles and drawbacks to this framework, engaging patients in their medical decisions is meaningful.



A 2012 study found that fewer than half of patients believe their physician understands their goals and concerns. — Health Affairs, 2014

Episode 12 - Maintaining Professionalism

The Hippocratic Oath

May I always act so as to preserve the finest traditions of my calling...

Professionalism requires maintenance! In this final episode, we review strategies for sustaining professional behavior long-term.

Pricing

Episodes can be downloaded for offline screening

Integrate into classrooms, grand rounds, and other team meetings

-  **Individual film** - \$12/person per episode
-  **Film Bundle** - 3 films for \$30/person
-  **Complete Series** (12 episodes) - \$50/person

Or complete the series (incl. games, exercises, and resources) on our web platform for continuing education credit:

professionalismproject.com

For more information email **contact@professionalismproject.com**