



# The Medical Professionalism Project

A short film series about ethics and professionalism in healthcare

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# 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**, 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

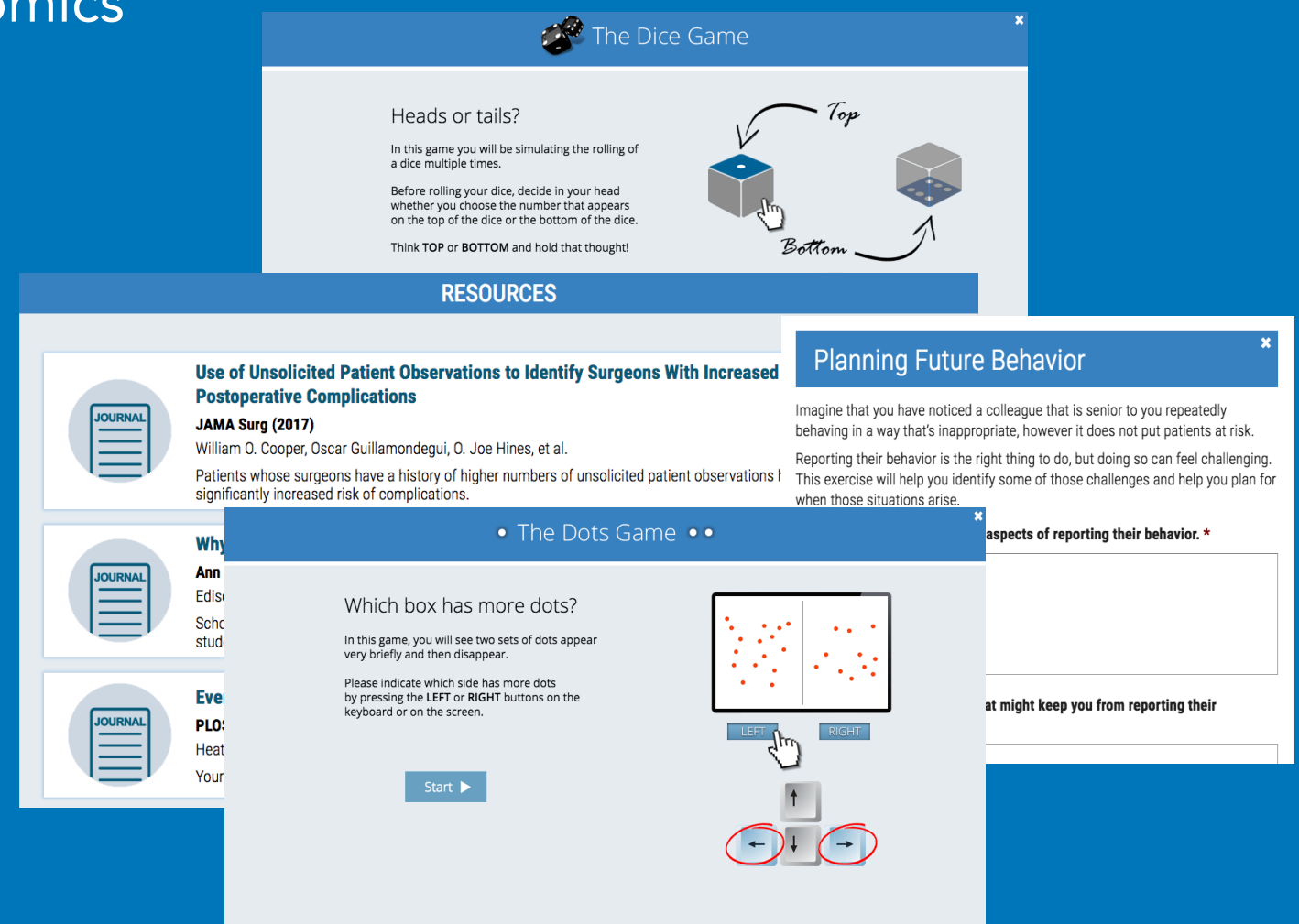
 Research

 Inequities in Healthcare

 Communication

 Shared Decision-Making

 Maintaining Professionalism




The screenshot displays the web platform interface. At the top, there's a window titled "The Dice Game" with instructions: "Heads or tails? In this game you will be simulating the rolling of a dice multiple times. Before rolling your dice, decide in your head whether you choose the number that appears on the top of the dice or the bottom of the dice. Think TOP or BOTTOM and hold that thought!" It includes a diagram of a die with "Top" and "Bottom" labels. Below this is a "RESOURCES" section with a list of articles, including "Use of Unsolicited Patient Observations to Identify Surgeons With Increased Postoperative Complications" from JAMA Surg (2017). Overlaid on the resources is a window titled "The Dots Game" with the instruction: "Which box has more dots? In this game, you will see two sets of dots appear very briefly and then disappear. Please indicate which side has more dots by pressing the LEFT or RIGHT buttons on the keyboard or on the screen." It shows two boxes of dots and a control panel with "LEFT" and "RIGHT" buttons, along with a "Start" button. To the right, another window titled "Planning Future Behavior" is partially visible, containing text about reporting behavior.

## Series Trailer






## What People Are Saying

 80% feel they are better able to participate in a dialogue about what constitutes medical professionalism after completing MPP.

 73% say this series increased their knowledge/competence.

 80% are better able to recognize unprofessional behavior in themselves or others.

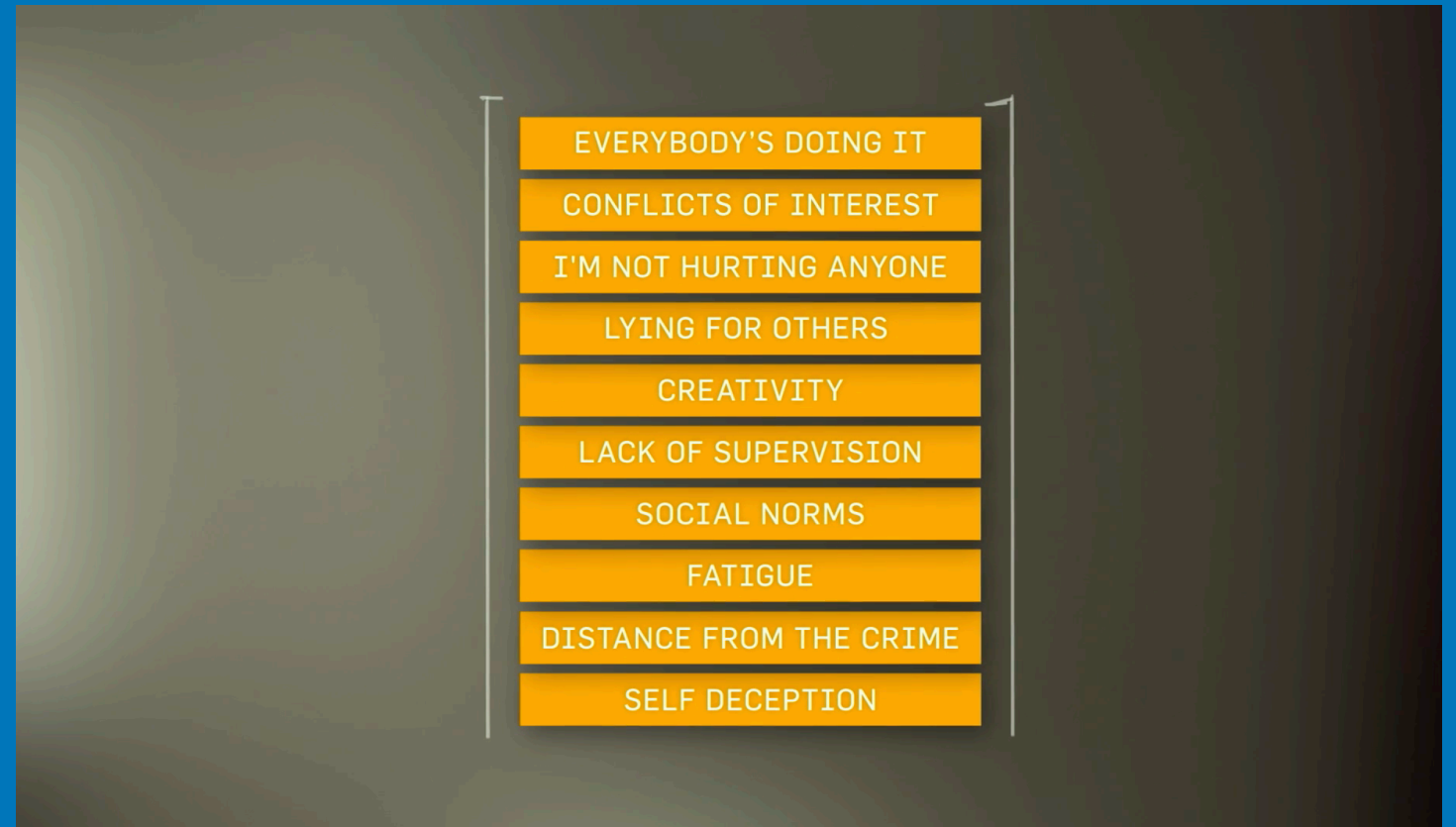
# The Series

# 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.



Diana B. McNeill, MD  
ENDOCRINOLOGIST,  
DUKE UNIVERSITY HEALTH SYSTEM

*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.



**Karen Frush, MD**  
CHIEF PATIENT SAFETY OFFICER,  
DUKE UNIVERSITY HEALTH SYSTEM

*"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

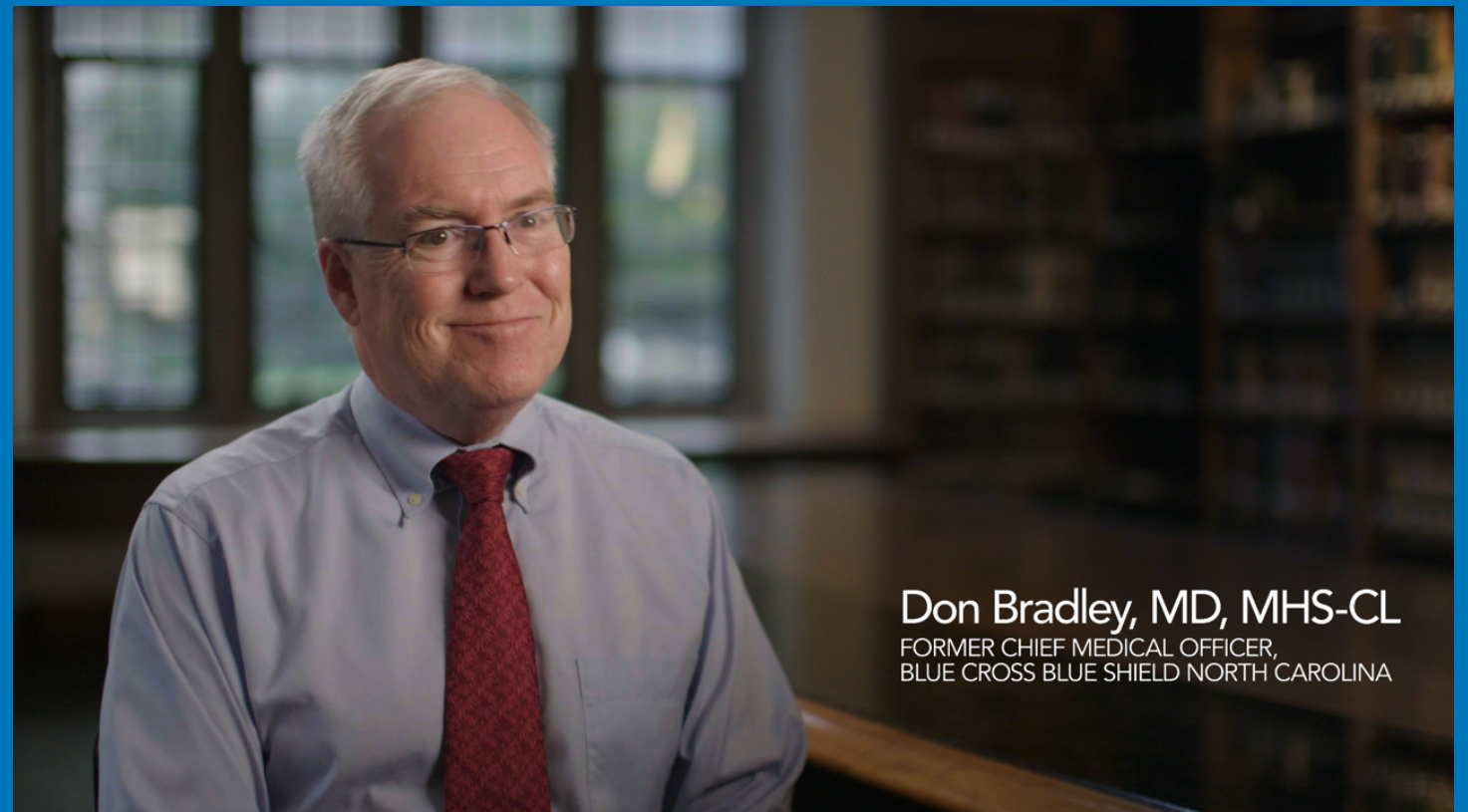


Communication is a critical part of patient care, but it has been historically undervalued in medical training, leaving providers less equipped to handle difficult conversations.



## 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.

# Next Steps

*Integrate into classrooms, grand rounds, and other team meetings or engage online to utilize games, exercises, and resources.*

Pricing is determined by number of viewers and needs of access. We attempt make the films as accessible as possible – discounts available. For more information email [contact@professionalismproject.com](mailto:contact@professionalismproject.com).

[professionalismproject.com](http://professionalismproject.com)