

April 13, 2010

Professionalism Charter: Introduction

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Disclosure of Commercial Interest

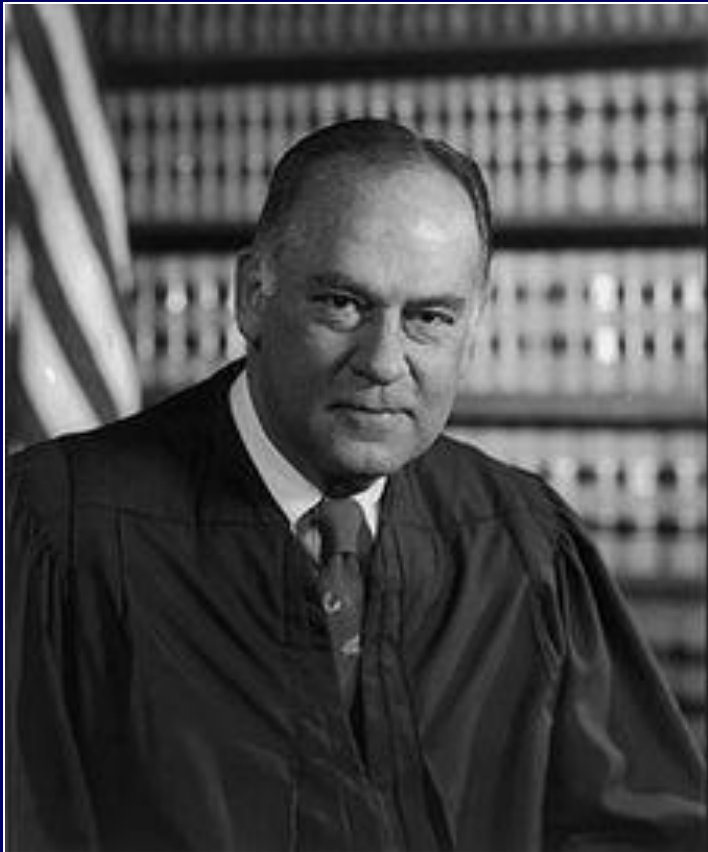
None

Objectives

In this session, you will learn:

- Definition of professionalism
- Why discussion of professionalism is important
- Physicians' Charter of Professionalism
- Illustrations of issues related to radiology

Definition of Professionalism



“I know it when I see it”

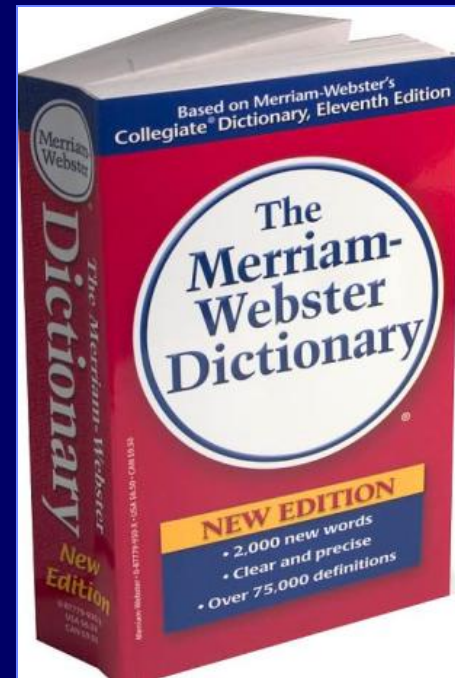
- Justice Potter Stewart, in *Jacobellis v. Ohio* (1964)

... and we *feel* it when we have achieved it...

...but it is hard to define

Definition

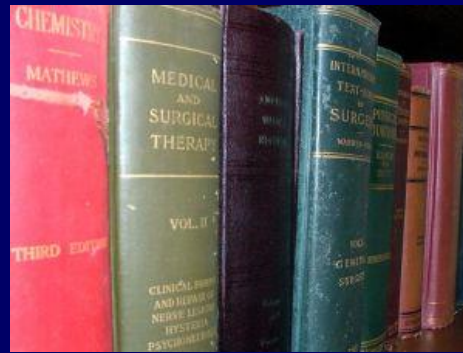
- **PROFESSIONAL:** A person who uses specialized skills in the service of others, conforms to the technical or ethical standards of a profession, and exhibits courteous and conscientious behavior
- **PROFESSIONALISM:** *The conduct that characterizes a professional*



Definition:

Professionalism in Physicians

- Medical knowledge
- Altruism



- Accountability



Why Explore Professionalism?



Challenges

Limited health care resources

Infrastructure in flux

Limited understanding of patients' & colleagues' needs & attitudes

Personal obligations

Professionalism



Additional Challenge in Radiology

Limited contact with patients and clinicians



**Lack of
Professionalism**

```
graph LR; A[Lack of Professionalism] --> B[Inferior Patient Care]; A --> C[Medical Errors]; A --> D[Unpleasant Work Environment];
```

**Inferior Patient
Care**

**Medical
Errors**

**Unpleasant
Work
Environment**

Reaffirm Principles of Professionalism

- Personal commitment to own patients
- Collective effort to improve system for society

*Not only due to external pressures,
but because it is
the right thing to do*



Medical Professionalism in the New Millennium: A Physician Charter

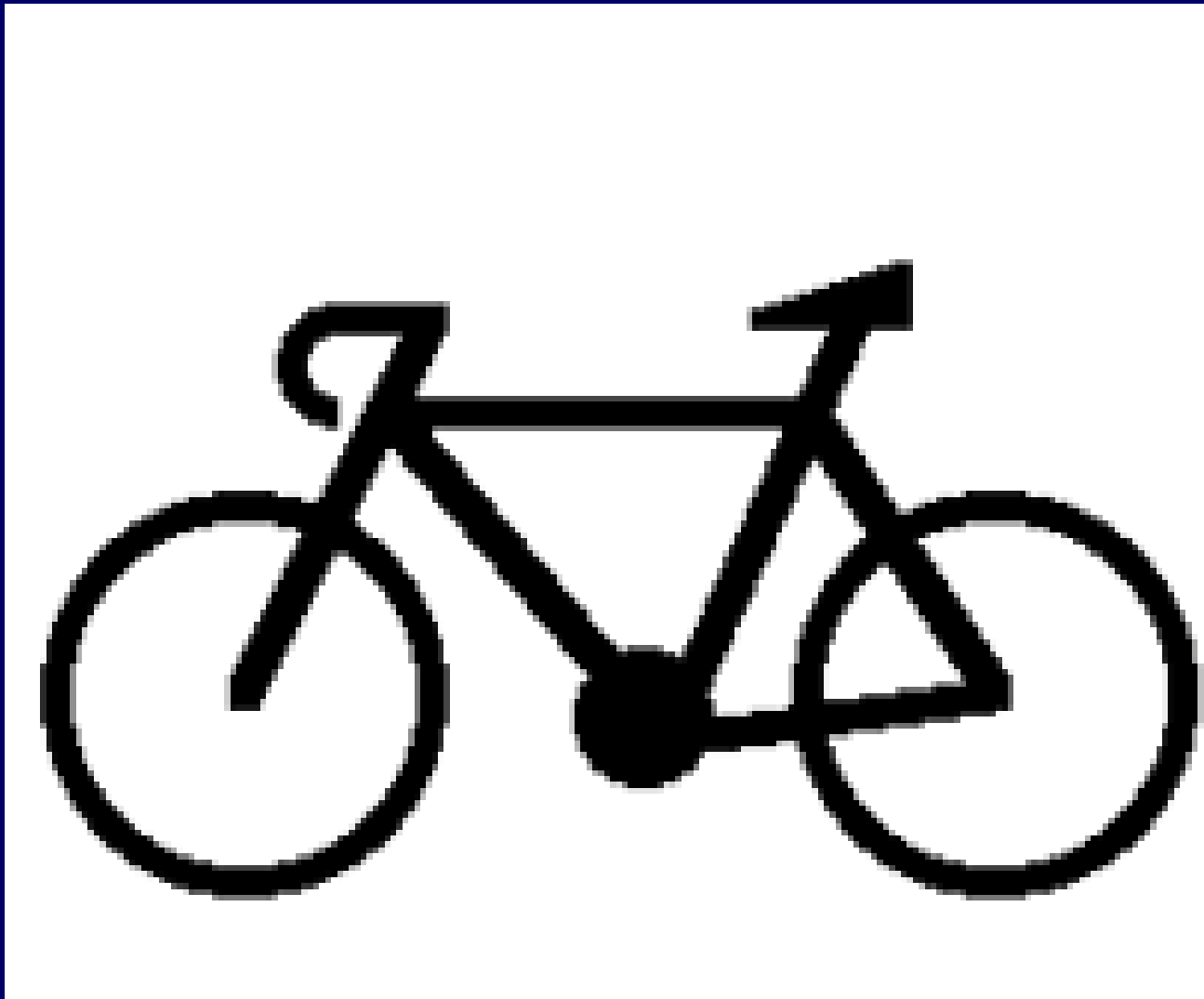
*“Professionalism is the basis of
medicine’s contract with society”*



Endorsements of the Charter

RSNA, ACR, ABR
among 100 organizations

Gestalt vs. Reductionism



Gestalt vs. Reductionism

“The whole is more than the sum of its parts”

But it helps to define each part

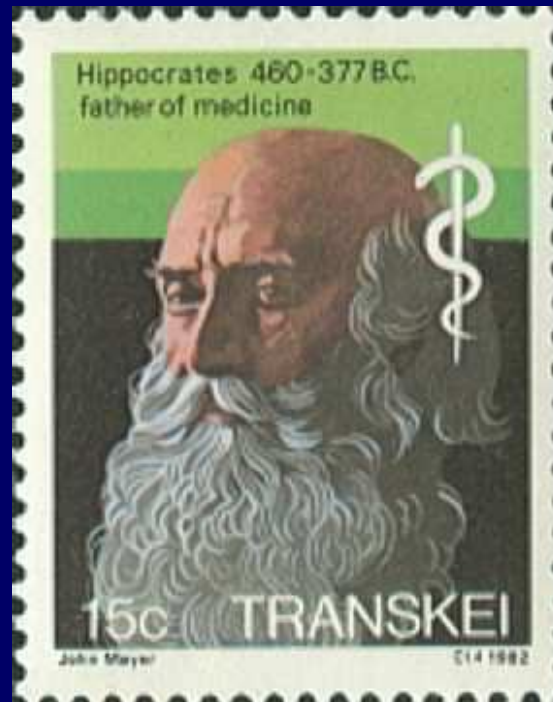
Professionalism: Fundamental Principles

- Primacy of patient welfare
- Patient autonomy
- Social justice

Principle of

Primacy of patient welfare

“May I always act so as to preserve the finest traditions of my calling ... healing those who seek my help.”



Contributes to trust central to physician–patient relationship

Principle of

Patient autonomy

- Later part of past century: “Physician advisor”
 - Physician must be **honest** with patients
 - Patient makes **informed decisions** about treatment



Principle of

Social Justice

- Fair distribution of resources



- Eliminate discrimination



Professionalism in Medicine

Commitment to:

1. Skills/Standards

- Professional competence
- Scientific knowledge
- Improving quality of care

2. Behavior/Communication

- Professional Responsibilities
- Honesty with patients
- Patient confidentiality
- Maintaining appropriate patient relationships

3. Social Justice/Service

- Improving access to care
- Just distribution of finite resources
- Maintaining trust by managing conflicts of interest

Radiology Specific Issues...

ACR Appropriateness Criteria®



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ACR Appropriateness Criteria®



ACR Appropriateness Criteria®

The ACR Appropriateness Criteria® are evidence-based guidelines to assist referring physicians and other providers in making the most appropriate imaging or treatment decision for a specific clinical condition. By employing these guidelines, providers enhance quality of care and contribute to the most efficacious use of radiology.

The guidelines are developed by expert panels in diagnostic imaging, interventional radiology, and radiation oncology. Each panel includes leaders in radiology and other specialties. There are currently 169 topics with over 850 variants in the June 2010 version.

The ACR allows individuals to use the ACR Appropriateness Criteria® for research, scientific, and / or informational purposes only. If you wish to use the ACR Appropriateness Criteria for other reasons, please contact the ACR at acr_ac@acr.org or [703-648-8900](tel:703-648-8900) for permission and licensing information. [Click here for terms and conditions.](#)

ACR Appropriateness Criteria® Search Engine

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Anytime, Anywhere™ Application for Mobile Devices Now Available

In collaboration with Skyscape, the ACR has developed the Anytime, Anywhere™ application for mobile devices as an alternative solution to radiology benefit management companies or computerized physician order entry systems that do not contain the ACR Appropriateness Criteria® guidance. This application provides instant, point-of-care access to all of the ACR Appropriateness Criteria®, which can be directly downloaded on to the iPhone, Blackberry, Palm, or other PDAs, smart phones or mobile devices. The content includes topics from expert panels in breast, cardiac, gastrointestinal, musculoskeletal, neurologic, thoracic, urologic, pediatric, vascular, and women's imaging, as well as interventional radiology and radiation oncology.

Diagnostic Imaging Topics

Topics with an asterisks (*) include pediatric imaging recommendations.

Communication of critical imaging findings

- ACR guidelines



ACR Practice Guideline for Communication of Diagnostic Imaging Findings Res. 11 – 2010

- JCAHO initiatives



Communicating imaging results to patients

Today's patients...
...want to make educated
decisions

Radiologists...
... are best qualified to
explain imaging results

MRI REPORT — Cervical Spine

This is a middle-aged female complaining of numbness and tingling of the left hand involving the index finger and thumb for six weeks.

FINDINGS:

Normal brainstem-cervical cord junction. Normal cisterna magna with no tonsillar ectopia. Normal olivus with a normal craniovertebral junction. Normal anterior atlantoaxial articulation.

There is straightening of the normal cervical lordosis with no ligamentous instability or malalignment of the vertebrae.

C2-3, C3-4, C4-5: There is minimal multilevel disc desiccation with mild annular bulging at the C3-4 level, but no focal disc protrusion. Normal central canal and intervertebral neural foramina.

C5-6: There is disc desiccation with moderate to severe loss of disc space height. There is bilateral uncovertebral and apophyseal joint arthrosis producing foraminal compromise with mild bilateral radicular impingement on the exiting bilateral C6 nerve roots. CSF remains present surrounding the cord, with a residual AP diameter of the central canal of 8 mm.

C6-7: There is disc desiccation with moderate loss of disc space height and minimal anterior endplate spondylosis. There is a left posterolateral prelamina disc extrusion measuring 4 x 8 mm (AP x transverse), with superimposed bilateral uncovertebral and apophyseal joint arthrosis (left greater than right). The combined processes have produced radicular impingement on the exiting left C7 nerve root secondary to the disc extrusion and osseous foraminal stenosis. There is hypertrophy of the ligamentum flavum however CSF remains present surrounding the cord. The residual AP diameter of the central canal measures approximately 7.7 mm.

C7-T1, T1-2, T2-3: Normal intervertebral discs with no spondylosis or uncovertebral joint arthrosis. Normal central canal and intervertebral neural foramina at the corresponding levels, with no cord or radicular impingement.

Normal cervical cord with no signal or morphologic alteration.

IMPRESSION:

Straightening of the normal cervical lordosis.

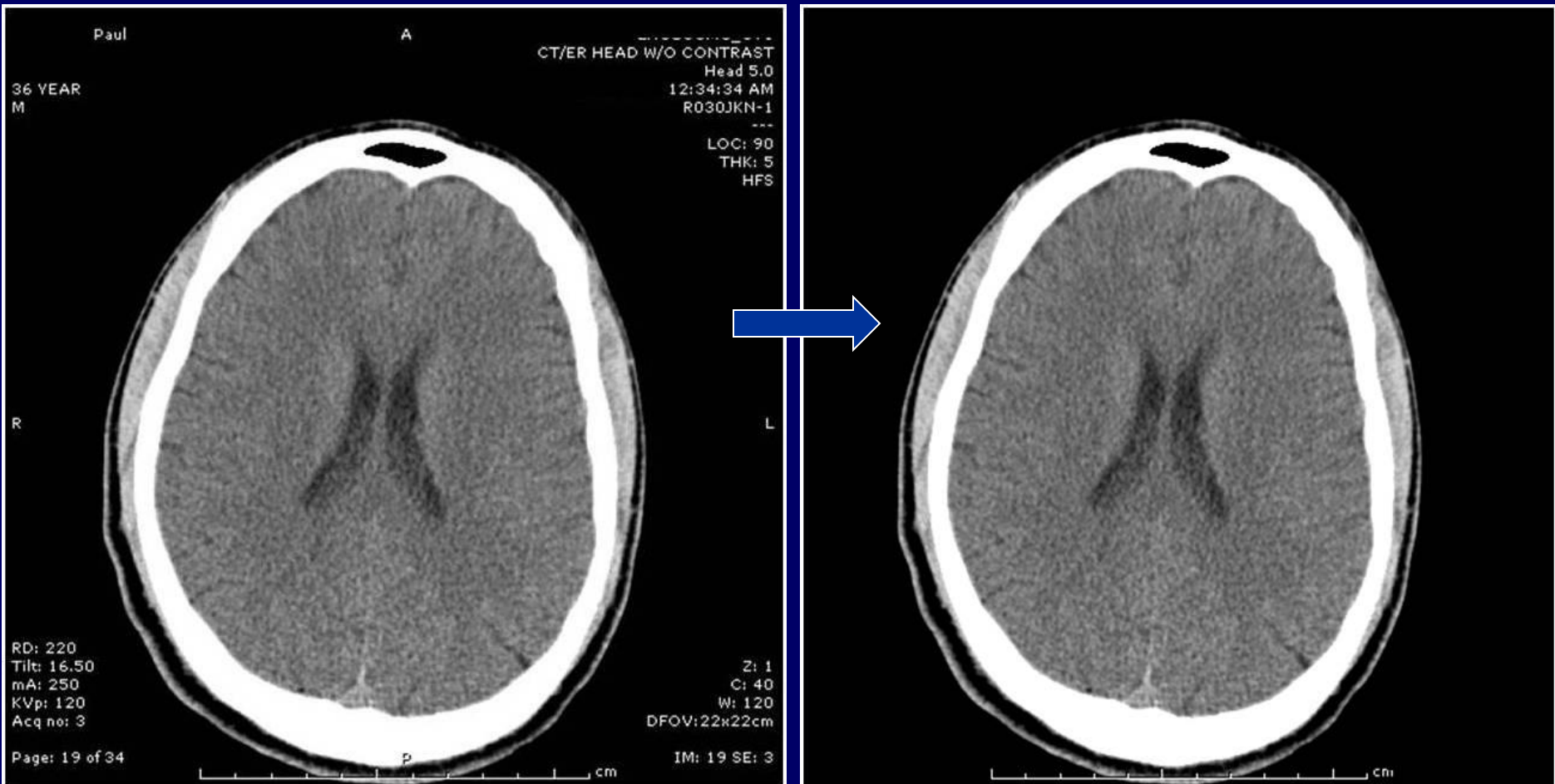
C2-3, C3-4, C4-5 multilevel disc desiccation with minimal annular bulging at the C3-4 level with no radicular impingement.

C5-6 degenerative disc disease with disc desiccation, moderate to severe loss of disc space height and bilateral uncovertebral joint arthrosis producing mild radicular impingement on the bilateral exiting C6 nerve roots.

C6-7 left posterolateral prelamina subligamentous disc extrusion superimposed on uncovertebral and apophyseal joint arthrosis producing radicular impingement on the exiting left C7 nerve root.

Behaviour/Communication
Patient confidentiality

Image Anonymizing Conference/Publication



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