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
Warning

Why Explore Professionalism?

UNPRECEDENTED
CHALLENGES
Challenges

- Limited health care resources
- Infrastructure in flux
- Limited understanding of patients’ & colleagues’ needs & attitudes

Professionalism

- Personal obligations
Additional Challenge in Radiology

Limited contact with patients and clinicians
Lack of Professionalism

- 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®

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 for permission and licensing information. Click here for terms and conditions.

ACR Appropriateness Criteria® Search Engine

This search engine allows you to search for clinical conditions found within the ACR Appropriateness Criteria® documents. Click here to use our ACR Appropriateness Criteria® Search Engine.

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 asterisk (*) include pediatric imaging recommendations.

http://www.acr.org/ac
Communication of critical imaging findings

- ACR guidelines

  ![ACR Logo](https://example.com/acr_logo.png)

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

- JCAHO initiatives

  ![JCAHO Logo](https://example.com/jcaho_logo.png)

AJR 2011; 196:W48-W51, Towbin A et al
Creating a Comprehensive Customer Service Program to Help Convey Critical and Acute Results of Radiology Studies
Communicating imaging results to patients

Today's patients…
…want to make educated decisions

Radiologists…
…are best qualified to explain imaging results

AJR 2009; 192:852-853 Communicating Imaging Results to Patients: OnSite Results, Hammerman HJ
Image Anonymizing Conference/Publication
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