KENYA ASSOCIATION OF PHYSICIANS

ANNUAL SCIENTIFIC CONFERENCE
NAIVASHA MARCH 2012

DR. JOSEPH OKANGA 1st MEMORIAL LECTURE
Dr Joe Okanga died suddenly in Mombasa on 11th October 2011. He was by any standards an excellent Physician, a great man, a dedicated family man, a leader, a social individual, an icon and certainly most revered Physician in Mombasa.
• His CV speaks volumes. Dr Okanga was born in 1938 in Kitale and after attending several schools in Western Kenya he went to Makerere University Medical School where he graduated as a doctor in 1966. After internship at Kenyatta national Hospital he was posted to District Hospital before proceeding to the United Kingdom for his M.R.C.P. He returned to Kenya in 1972 and after a short stay in Nairobi proceeded to Mombasa where he settled until his death.
• Dr Okanga found a true calling in his medical profession. Joe was dedicated to the community in Mombasa, not just professionally but socially. He had plenty of time for social activities. He was an active Rotarian, held several posts in Kenya Medical Association and Kenya Physicians Association. He was the preferred Consultant Physician for Mombasa residents. He had great skill and knowledge of medicine.
HE PAID GREAT ATTENTION TO ETHICS IN THE PRACTICE OF MEDICINE

ETHICAL RELATIONS

• doctor to patient
• doctor to doctor
• doctor to society
PROFESSIONAL ETHICS IN A CHANGING SOCIETY

DR. JOSEPH ALUOCH, F.R.C.P., E.B.S.,
CHANGE

THE ONLY PERMANENT THING

IN THIS WORLD; IS CHANGE
CHANGING WORLD

• Changing Medical knowledge and skill

• Advances in Information technology

• Independent access to clinical information; Patients well informed

• Multiprofessional teamwork
MEDICAL ETHICS IN CHANGING SOCIETY

• Society: complex

• Individual Patients; right awareness

• Patients – critical consumers
CHANGING FACE OF MEDICINE

- ART  To Science
- Service  To business
- Patient  To consumers
- Lawyers  Decision Makers
The practice of medicine is rooted in the **convenant of trust** among patients, physicians, and society.

The Physician is obligated to be a **healer** and a **professional**. This role is built on **expertise, ethics, and service**.

Just as a Vet is expected to love animals, a Physician must have inherent **love** for humans and **Humanity**.
MEDICINE TODAY

- Accountability
- Patients rights
- Technological advances
- Physician assisted suicide
- Law and medicine
PATIENT'S RIGHTS
CHANGING VALUES IN MEDICAL PROFESSION

- Hippocrates Oath
- Confidentiality
- Doctors and the media
- Integrity
- Consent
COMPONENTS OF MEDICAL ETHICS

- The Physician -- Patient Relationship
- The Physician -- Physician Relationship
- The relationship of the Physician to the System of Healthcare
- The Relationship of the Physician to Society
THE PRINCIPLES IN MEDICAL ETHICS

• The Principle of Non-Maleficence
• The Principle of Beneficence
• The Principle of Autonomy
• The Principle of Veracity
• The Principle of Confidentiality (or Fidelity)
• The Principle of Social Responsibility and Justice
System of **values common** to the medical profession.

Systematic application of values concerning the practice of medicine.

Standards of behavior by which the physician may evaluate his/her relationships with patients, colleagues and society.
MEDICAL ETHICS

- Is based on philosophical ethics
- It isn’t any special ethics but rather ethics of special cases.
- Medical ethics does not concern only doctors but also patients and society
- The central question of medical ethics is the doctor-patient relationship
HIPPOCRATIC OATH
5-4 CENTURIES B.C

• An obligation of non-maleficence and an obligation of beneficence are both expressed in the Hippocratic oath

• “I will use treatment to help the sick according to my ability and judgement, but I will never use it to injure or wrong them”
THE PRINCIPLE OF NON-MALEFICENCE

• First do no harm

• Sanctity of life

• Calculated risk or risk benefit
NON-MALEFICENCE

Act in ways that do not cause harm or needless suffering to others.

This principle is a formalization of the "above all else, do no harm" edict.
THE PRINCIPLE OF BENEFICENCE

• Do only that which benefits the patient

• Patient’s welfare as the first consideration

• Care consideration competence
BENEFICENCE

Act in ways that promote the welfare of other people. This principle requires affirmative steps be taken to advance the welfare of others.
Act in ways that maximize good and minimize harm. Right actions maximize some measurable thing of value.
THE MORAL DUTIES OF THE DOCTOR

- The duty to help cure
- The duty to promote and protect the patient’s health
- The duty to confidentiality
- The duty to protect the patient’s life
- The duty to respect the patient’s autonomy
- The duty to protect privacy
- The duty to respect the patient’s dignity
CANCELLED
DUE TO LACK OF
INTEREST & PARTICIPATION
THE MORAL RIGHTS OF THE PATIENT

• The right to high quality medical service

• The right to autonomous choice

• The right to decide

• The right to be informed

• The right to privacy

• The right to health education

• The right to dignity
CONFIDENTIALITY

-I take it you haven't had sex for a while.

NORMAL SPERM

YOUR SPERM

whyatt
EMERGING CONTRADICTION

Health Providers

› Want to maximize their income

› Achieve sense of professional satisfaction

› Preserve their professional freedom
ADVERTISING IN MEDICINE

- Patient information and doctors advertising medicine
- Commercialized health care marketing
- Doctors website
- Media coverage
- Electronic medicine
Where do you encounter marketing?

- TV ads, journal ads, website ads
- Sponsored lunches, sponsored conferences
- Talks by pharmaceutical reps and talks by physicians sponsored/written by companies
- Reps in the clinic, OR, & grand rounds
- Free samples
ADVERTISING AND PROFESSIONAL MISCONDUCT

- Information
- Drawing attention to achievements
- Attracting patients
- Professional advantage
- Financial benefits
SILENT ADVERTISING

• Doctors website.

• Media coverage.

• Electronic medicine
NECESSARY INFORMATION

• On starting practice.

• On change of type of practice.

• On changing address.

• On temporary absence from duty.

• On resumption of practice

• On succeeding to another practice.
GOOD ADVERTISING

- Be demonstrably true in all respects:
- Not be misleading, vulgar or sensational:
- Seek to maintain the decorum and dignity of the profession.
- Not contain any testimonial or endorsement of clinical skills;
- Not claim that one doctor is superior to other nor contain endorsements for any particular doctor; an
- Avoid aggressive forms of competitive persuasion, such as those that prevail in commerce and
EXAMPLES OF BAD ADVERTISING

• We build bodies that last a lifetime

• Man, honest. Will take anything.

• Used Cars: Why go elsewhere to be cheated? Come here first!
For sale: an antique desk suitable for lady with thick legs drawers.

Now is your chance to have your ears pierced and get extra pair to take home, too

Wanted: Unmarried girls to pick fresh fruit and produce at night.

Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.
TECHNOLOGICAL ADVANCES
SOME RECENT POINTS:

- Genetics issues, bioethics
- Law and Medicine
- Reproductive issues
- Technological advances; HER, Internet
- AIDS; Confidentiality
- Animal rights; medical research
- Relationship with pharmaceutical industries; GIFTS
94% of physicians have a relationship with a pharmaceutical company

Governments enact laws to maintain order and public safety. Criminal and civil laws pertain to health care practitioners.

**Law**

A *law* is a rule of conduct or action.

---

**Ethics**

*Ethics* is a standard of behavior. *Moral values* serve as the basis for ethical conduct. Family, culture, and society help form individual’s moral values.
Can business and professions occupy the same podium at the same time?

Can we move responsibly between customer, client and patient?

Can we fulfill what we have professed?

Is it a business we run or a profession we practice?
THE CONCEPT OF PROFESSIONALISM INCLUDES THE FOLLOWING VALUES AS:

- Honesty - Commitment to excellence
- Altruism - excellence
- Service - accountability
- Commitment - Life-long learning
- Communication
MEDICAL PROFESSIONALISM

• Attitude - Ethics
• Knowledge - Service
• Skills - Expertise
• Self-regulation - Autonomy
Kob Khun Kap
Ramba Nandri
Terima kasih
Dank U wel
Shukran
Merci beaucoup
Thanks a million
Gracias
Arigato Gozaimasu