

Developing Clinical Bioethics for the 21st Century Bioethics

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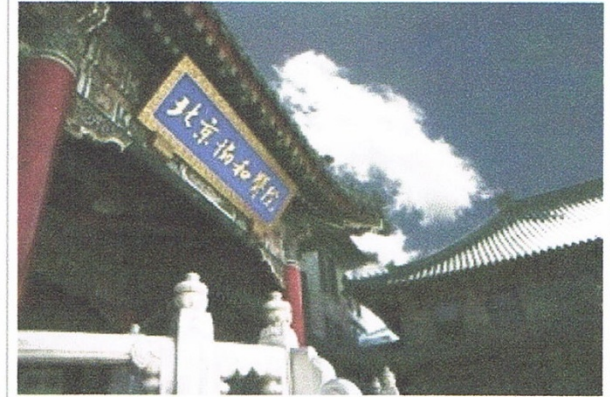
Character Profiles of Clinics as great Corporate Neighbors

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Character of a Great [corporate] Person

1. healthy and well functioning body
2. good partner, good services
3. well respected and integrated
4. competent and compassionate
5. cultivated and cultivating neighbor



The Clinic as a virtuous and healthy Corporate Neighbor
Sun Simiao 孫思邈: great physician 大醫: nurture your own nature 養生

Sun Simiao: *'If a person's virtue in actions is not abundant, even if they constantly take elixirs of jade and pills of gold, they will be unable to extend their longevity.'*

1. better individualized care and treatment in times of inflexible quality norms and reimbursement schemes
2. better integration of stationary and ambulatory care
3. promoting health literacy and responsibility in the geographical neighbourhood and in cyberspace communities
4. nurturing self-cultivation of the clinic and the cultivation of the neighborhood

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The Clinic as a Corporate Person I

'We have to take into account the principle of struggle for life and existence, a principle which in some way also modifies our obligations towards fellow humans, even if we might feel unhappy about it. Our entire life and activity in politics, in business, in administration, in the laboratory, in the workshop, in the fields ... is in its reasoning and goals not focusing on love in the first place, quite often rather focused on struggle for life with some sort of fellow competitor. Quite often we don't recognize it, as long as such a struggle is without hate and in an open and legally accepted way'. Fritz Jahr, 1928

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The Clinic as a Corporate Person II

'The ancients, in their knowledge of the Dao, followed the pattern of yin and yang, were in harmony with skills and calculations, were moderate in their food and drink and regular in their living habits, and did not recklessly overexert themselves. Therefore they were able to keep their body and spirit complete and live out their heavenly years to the fullest, only leaving after a hundred years had passed'

Sun Simiao - King of Medicine



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A great Clinic cares for persons, not just for diseases I

Suwen classical medical text attributed to the Yellow Emperor, 4500 years ago

'The sages did not wait until the sickness is there to cure the sickness, they cure it before it takes place ... if one only waits until the sickness is there and then uses medicine to cure it, that is not different from waiting until one is thirsty and then starting to dig a well'

Yellow Emperor
黃帝

One of Three Sovereigns and Five Emperors



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A great Clinic cares for persons, not just for diseases II

- *six remedies for integrated health care: light and air (aer), eating and drinking (cibus et potus), work and rest (motus et quies), sleep and wake (sommus et vigilia), secretion and excretion (secreta et excreta), stimulation of the mind (affectus animi)*
- *'non homo universalis curatur, set unus, quique, noster': 'we don't cure a universal human being, but an individual one, a special one, ours'*

Galen, doctor to Roman Emperor Marc Aurel, 200 years ago

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A great Clinic cares for persons, not just for diseases III

1. Stay away from everything which is unnatural. –
2. Be careful with changes as routine often becomes our 2nd nature. –
3. Be happy and balanced, that is the best remedy. –
4. Stay in clean air and moderate temperature as much as possible. –
5. Buy the best nutrition which goes easily in and out of the body. –
6. Choose foods according to your bodily activity and relaxation. –
7. When you love to be healthy, run away from physicians and from all drugs.

Dr Friedrich Hoffmann, Halle, 1700



Friedrich Hoffmann

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A great Clinic cares for persons, not just for diseases IV

The way of nurturing life consists of never moving nor standing for a long time, never sitting nor lying for a long time, never looking nor hearing for a long time. Extended looking damages the blood, extended lying down damages the qi, extended standing damages the bones, extended sitting damages the flesh, and extended moving damages the sinews. Avoid overeating, overdrinking, and heavy lifting. Avoid anxiety and worrying, great anger, sorrow and grief, great fear, jumping about, too many words and great laughter. Avoid eagerly jumping at your desires and avoid holding on to hatred. All of these are harmful to longevity. If you are able not to go against these, then you will be able to extend your life. Dr Sun Simiao 581-682

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A great Clinic cares for persons, not just for diseases V

Dr Sun Simiao 650

'When seeing the suffering and grief of others, he must act as if it were his own and open his heart deeply to their misery. He must not avoid dangerous mountains with rugged cliffs, any time of day or night, the cold of winter or heat of summer, hunger or thirst, fatigue and exhaustion. He must singlemindedly attend to their rescue without thinking of efforts or appearances. Acting like this, he can serve as great physician for the masses; acting against this, he is a gigantic thief to all sentient beings.'

Chiron, a half-God, was the teacher of great physician Asklepios; he took an arrow shot targeted at someone else and thus saved a life



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Definition of Health

Health is 'a state of complete physical, mental and social wellbeing and not merely the absence of disease and infirmity'. World Health Organization

Health is a process and a balanced result of health-literate and health-competent care of one's own physical, emotional, and social wellbeing, achieved by competent understanding, modification and enhancement of individual genetic, social, and environmental risk factors and challenges, with the support of health care professionals and through equal and fair access to health care service, including health education and preventive services.

Hans-Martin Sass

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THE CLINIC AS A GREAT CORPORATE PERSON

1. The Clinic as a corporate person needs to strive to be a well respected and contributing person in the neighborhood.
2. The Clinic has many organs and capacities, making her a strong competent and compassionate person and serving the neighbors well.
3. The Clinic works well when all experts and teams in different capacities work well together such as organs in a healthy body.
4. The Clinic comes alive and promotes life when communicating and cooperating well and successfully with patients and her neighborhood.
5. The Clinic will be a particularly good neighbor if she provides not only multiple stationary services but also outreach services via internet or face-to-face consultation in helping individuals and families to live a healthier and happier life.

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THE GREAT CLINIC'S EIGHT PIECES OF JADE

1. provide competent and compassionate medical treatment;
2. provide competent and compassionate nursing care;
3. provide competent and compassionate guest services;
4. integrate stationary and ambulatory services;
5. integrate the medical status and the value status of your patient in diagnosis, prediction, therapy and prevention;
6. provide advice for lifestyle, nutrition and stress management;
7. provide services also to a wider community in cyberspace;
8. nurture and cultivate your corporate body to be a great corporate neighbor.

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20th Century PRINCIPALISM IN MEDICAL ETHICS

Professional Principles / Virtue Models

We don't treat a universal person, but a special one, a unique, ours [Galen 50]

1. **Autonomy, Nonmaleficence, Beneficence, Justice [US 1979]**
2. **Autonomy, Dignity, Integrity, Vulnerability [Europe 2008]**
3. Justice, Equality, Autonomy, Benignancy, Altruism, Human Solidarity, Respect for the Dead, Respect for other Forms of Life, Preservation of Life [Kishore 2003]
4. Respect the right of patient's self-determination, Save life, Protect health and Restitute it, Alleviate suffering, Accompany the dying. [German Chamber of Physicians 1998]
5. Compassion, Respect, Righteousness, Responsibility, Ahimsa [Tai 2007]
6. Communication, Cooperation, Competence, Compassion, Cultivation [Sass 2011]

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MEDICAL ETHICS IS ONLY ONE PART OF BIOETHICS

BIOS (Greek word for Life) includes all forms of living beings, biotopes and communities.

BIOETHICS includes ethical behavior towards individual humans and non-humans, corporate and institutional persons, human communities, natural biotopes, cyberspace communities.

The Bioethical Imperative: Respect every Living Being as an end in itself and treat it, if possible, as such ! Fritz Jahr 1926

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Clinical Ethics - Harmonious but not Identical

'We can simultaneously affirm a common morality and show respect of the differences in those cultures that do not share our own moral perception. Human finitude requires respect for the moral views of others without surrendering one's own conviction that there is a single universal foundation for morality. The result is a pluralism of ethics side-by-side with a conviction in a universal common morality.' R.M. Veatch 2004

'Bioethics, health care ethics, healthcare law and regulations all over the world – in China and elsewhere – should and must be 'in harmony but not identical'; 'in harmony as well as diversified' (cf. Confucius). XM Zhai 2011

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Individual and Corporate Health Competence

Confucius said that our body is a gift from our parents; therefore we must take good care of it rather than abuse it. Whoever fails in this duty is unrighteous because he does not comply with the mandate of heaven Tai 2008

A person with great virtue will surely have longevity Mencius 300 BC

Nurturing and cultivating health is essential for long life and quality of life of individuals, corporations and communities

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Interactive and Integrative Partnership Ethics

Between father and son, there should be affection, between ruler and minister, there should be righteousness, between husband and wife, there should be attention to their separate functions, between young and old, there should be a proper order, and between friends, there should be faithfulness Mencius

Between expert and lay, between individual and corporate persons there should be fair and trusting communication and cooperation, great competence and mutual compassion, and a strive for nurturing and improving cultivation

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EIGHT PRECIOUS PEARLS IN GREAT HEALTH CARE

Power of Working together Three powerful Neighbors together

1. Trust and Cooperation
2. Health Risk Competence
3. Total Health Care
4. Risks, Rewards, Limits
5. Competent Compassion
6. Great Health Learning
7. Great Health Planning
8. Great Health Cultivation



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Pearl 1 : Trust and Cooperation

Citizen, Community: 1. Communicate and cooperate well with truly competent and compassionate trustworthy health experts.

Expert, Team: 1. Treat your patient as a person competently and compassionately, do not treat just her or his symptoms

Corporate Person: 1. Provide and improve competent and compassionate efficient health care settings for providers, customers and the community

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Pearl 2 : Developing Health Risk Competence

Citizen, Community: 2. Develop competence and responsibility in health risk management.

Expert, Team: 2. Communicate and cooperate with your patient to promote her/his competence in health care matters.

Corporate Person: 2. Protect, support and develop good communication and cooperation in the education and training of competent and compassionate professional health care.

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Pearl 3 : Total Health Care

Citizen, Community: 3. Make extended use of predictive, preventive and natural medicines.

Expert, Team: 3. Integrate the clinical status and the value status of your patient into differential ethics, diagnosis and prognosis.

Corporate Person: 3. Set institutional frameworks for a whole range of health care services.

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Pearl 4 :Risks, Rewards, and Limits

Citizen, Community: 4. Expect healing or relief from sickness and disease, but be aware of the limits and risks in life and in all medical intervention.

Expert, Team: 4. Be aware of benefits, limits, and risks of interventions and discuss those with your patient.

Corporate Person: 4. Support providers and customers of health care service

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Pearl 5 : Competent Compassion

Citizen, Community: 5. Expect competent and compassionate treatment and advice from medical experts and be a fair partner with them

Expert, Team: . Be a competent and compassionate partner to your patient, to your colleagues and to your team.

Corporate Person: 5. Establish yourself as a competent and compassionate health care center for prevention, education and treatment.

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Pearl 6 : Great Health Learning

Citizen, Community: 6. Define and implement your sense of qualities of life, from childhood to old age, in sickness and in health.

Expert, Team: 6. Cultivate and educate yourself in providing the best possible clinical and personal care.

Corporate Person: 6. Provide continuing professional education for health care experts

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Pearl 7 : Great Health Care Planning

Citizen, Community: 7. Prepare and implement your health care plan, your advance directives and name proxy decision makers for circumstances of incompetence.

Expert, Team: 7. Assist your patient in providing easy to understand direct or internet-based health care information and in preparing and implementing health care strategies and advance directives, and in working with proxies for the benefit of your patient.

Corporate Person: 7. Offer outreach programs and be a good corporate neighbor

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Bochum Protocol for Ethical Medical Practice Scientific and Ethical Analysis and Assessment of Medical Cases		From: Martin Sass Revised: 2010
<p>Medical Scientific Diagnosis</p> <p>The evaluation of the medical scientific diagnosis follows a structured process:</p> <p>A. General considerations: 1. Is the patient's diagnosis well-recognized? 2. Is the patient's diagnosis well-recognized? 3. Is the patient's diagnosis well-recognized? 4. Is the patient's diagnosis well-recognized?</p> <p>B. Specific considerations: 1. Is the patient's diagnosis well-recognized? 2. Is the patient's diagnosis well-recognized? 3. Is the patient's diagnosis well-recognized? 4. Is the patient's diagnosis well-recognized?</p> <p>C. Further questions: 1. Is the patient's diagnosis well-recognized? 2. Is the patient's diagnosis well-recognized? 3. Is the patient's diagnosis well-recognized? 4. Is the patient's diagnosis well-recognized?</p> <p>Summary: How is the patient's diagnosis well-recognized?</p>	<p>Medical-Ethical Analysis</p> <p>The analysis of medical ethical considerations applies to the following categories:</p> <p>A. Health and well-being of the patient: 1. Is the patient's health and well-being well-recognized? 2. Is the patient's health and well-being well-recognized? 3. Is the patient's health and well-being well-recognized? 4. Is the patient's health and well-being well-recognized?</p> <p>B. Self-determination and patient autonomy: 1. Is the patient's self-determination and patient autonomy well-recognized? 2. Is the patient's self-determination and patient autonomy well-recognized? 3. Is the patient's self-determination and patient autonomy well-recognized? 4. Is the patient's self-determination and patient autonomy well-recognized?</p> <p>C. Justice and equity: 1. Is the patient's justice and equity well-recognized? 2. Is the patient's justice and equity well-recognized? 3. Is the patient's justice and equity well-recognized? 4. Is the patient's justice and equity well-recognized?</p> <p>D. Other considerations: 1. Is the patient's other considerations well-recognized? 2. Is the patient's other considerations well-recognized? 3. Is the patient's other considerations well-recognized? 4. Is the patient's other considerations well-recognized?</p> <p>Summary: How is the patient's medical-ethical analysis well-recognized?</p>	<p>Treatment of the Case</p> <p>What options (alternatives) are possible (available) for the patient's treatment? For medical, scientific and ethical criteria are used to evaluate the options.</p> <p>A. General considerations: 1. Is the patient's treatment well-recognized? 2. Is the patient's treatment well-recognized? 3. Is the patient's treatment well-recognized? 4. Is the patient's treatment well-recognized?</p> <p>B. Specific considerations: 1. Is the patient's treatment well-recognized? 2. Is the patient's treatment well-recognized? 3. Is the patient's treatment well-recognized? 4. Is the patient's treatment well-recognized?</p> <p>C. Further questions: 1. Is the patient's treatment well-recognized? 2. Is the patient's treatment well-recognized? 3. Is the patient's treatment well-recognized? 4. Is the patient's treatment well-recognized?</p> <p>Summary: How is the patient's treatment well-recognized?</p>
<p>Additional Questions for Ethical Assessment</p> <p>A. Is the patient's health and well-being well-recognized? 1. Is the patient's health and well-being well-recognized? 2. Is the patient's health and well-being well-recognized? 3. Is the patient's health and well-being well-recognized? 4. Is the patient's health and well-being well-recognized?</p> <p>B. Is the patient's self-determination and patient autonomy well-recognized? 1. Is the patient's self-determination and patient autonomy well-recognized? 2. Is the patient's self-determination and patient autonomy well-recognized? 3. Is the patient's self-determination and patient autonomy well-recognized? 4. Is the patient's self-determination and patient autonomy well-recognized?</p> <p>C. Is the patient's justice and equity well-recognized? 1. Is the patient's justice and equity well-recognized? 2. Is the patient's justice and equity well-recognized? 3. Is the patient's justice and equity well-recognized? 4. Is the patient's justice and equity well-recognized?</p> <p>D. Other considerations: 1. Is the patient's other considerations well-recognized? 2. Is the patient's other considerations well-recognized? 3. Is the patient's other considerations well-recognized? 4. Is the patient's other considerations well-recognized?</p>	<p>A. Is the patient's health and well-being well-recognized? 1. Is the patient's health and well-being well-recognized? 2. Is the patient's health and well-being well-recognized? 3. Is the patient's health and well-being well-recognized? 4. Is the patient's health and well-being well-recognized?</p> <p>B. Is the patient's self-determination and patient autonomy well-recognized? 1. Is the patient's self-determination and patient autonomy well-recognized? 2. Is the patient's self-determination and patient autonomy well-recognized? 3. Is the patient's self-determination and patient autonomy well-recognized? 4. Is the patient's self-determination and patient autonomy well-recognized?</p> <p>C. Is the patient's justice and equity well-recognized? 1. Is the patient's justice and equity well-recognized? 2. Is the patient's justice and equity well-recognized? 3. Is the patient's justice and equity well-recognized? 4. Is the patient's justice and equity well-recognized?</p> <p>D. Other considerations: 1. Is the patient's other considerations well-recognized? 2. Is the patient's other considerations well-recognized? 3. Is the patient's other considerations well-recognized? 4. Is the patient's other considerations well-recognized?</p>	<p>A. Is the patient's health and well-being well-recognized? 1. Is the patient's health and well-being well-recognized? 2. Is the patient's health and well-being well-recognized? 3. Is the patient's health and well-being well-recognized? 4. Is the patient's health and well-being well-recognized?</p> <p>B. Is the patient's self-determination and patient autonomy well-recognized? 1. Is the patient's self-determination and patient autonomy well-recognized? 2. Is the patient's self-determination and patient autonomy well-recognized? 3. Is the patient's self-determination and patient autonomy well-recognized? 4. Is the patient's self-determination and patient autonomy well-recognized?</p> <p>C. Is the patient's justice and equity well-recognized? 1. Is the patient's justice and equity well-recognized? 2. Is the patient's justice and equity well-recognized? 3. Is the patient's justice and equity well-recognized? 4. Is the patient's justice and equity well-recognized?</p> <p>D. Other considerations: 1. Is the patient's other considerations well-recognized? 2. Is the patient's other considerations well-recognized? 3. Is the patient's other considerations well-recognized? 4. Is the patient's other considerations well-recognized?</p>