

HOW CAN ETHICAL LEADERSHIP AFFECT THE OUTCOME OF PATIENT SAFETY?

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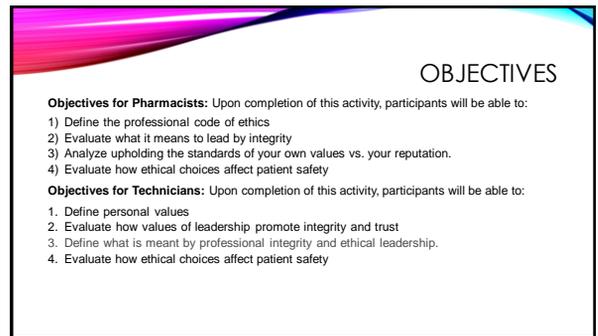
OBJECTIVES

Objectives for Pharmacists: Upon completion of this activity, participants will be able to:

- 1) Define the professional code of ethics
- 2) Evaluate what it means to lead by integrity
- 3) Analyze upholding the standards of your own values vs. your reputation.
- 4) Evaluate how ethical choices affect patient safety

Objectives for Technicians: Upon completion of this activity, participants will be able to:

1. Define personal values
2. Evaluate how values of leadership promote integrity and trust
3. Define what is meant by professional integrity and ethical leadership.
4. Evaluate how ethical choices affect patient safety



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CODES OF CONDUCT VS. ETHICS

- Codes of conduct set standards for appropriate behavior
- Codes of ethics governs decision-making.




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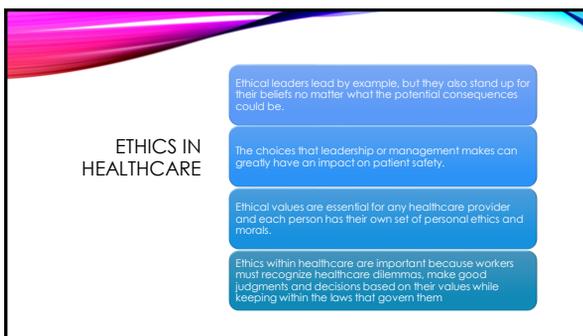
ETHICS DEFINED




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ETHICS IN HEALTHCARE

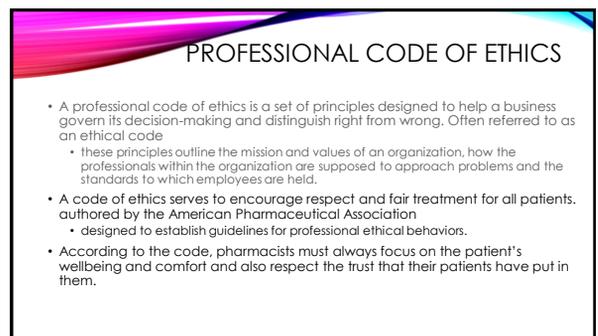
- Ethical leaders lead by example, but they also stand up for their beliefs no matter what the potential consequences could be.
- The choices that leadership or management makes can greatly have an impact on patient safety.
- Ethical values are essential for any healthcare provider and each person has their own set of personal ethics and morals.
- Ethics within healthcare are important because workers must recognize healthcare dilemmas, make good judgments and decisions based on their values while keeping within the laws that govern them.



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PROFESSIONAL CODE OF ETHICS

- A professional code of ethics is a set of principles designed to help a business govern its decision-making and distinguish right from wrong. Often referred to as an ethical code
 - these principles outline the mission and values of an organization, how the professionals within the organization are supposed to approach problems and the standards to which employees are held.
- A code of ethics serves to encourage respect and fair treatment for all patients, authored by the American Pharmaceutical Association
 - designed to establish guidelines for professional ethical behaviors.
- According to the code, pharmacists must always focus on the patient's wellbeing and comfort and also respect the trust that their patients have put in them.



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PROFESSIONAL CODE OF ETHICS

- It is important that pharmacists always uphold their professional integrity and attempt to provide the best service to their patients.
 - Includes staying up to-date with new knowledge that could affect their decision and using the trust held by the pharmacy profession for positive outcomes to promote the health of the general public whenever possible.
- Though pharmacists focus on one patient at a time, the overall good of the community and society in general must always remain in their thoughts.
 - The ethical guidelines should reinforce every action that a pharmacist takes throughout their workday, in such a way that ethical decision-making becomes a second nature to the pharmacist and optimal decisions are made on a consistent basis.

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ETHICAL CODES OF CONDUCT

- Ethical codes are based on the belief that a relationship of trust exists between a pharmacist or pharmacy technician and the patient.
 - Professional service is not standardized, each interaction is unique and personal.
- The patient hardly knows what to ask for and is, therefore, vulnerable to the pharmacy services provided.
- There are many ethical issues that are faced by leadership
 - Employees and colleagues follow the actions of pharmacy leaders as they develop their own personal ethics.

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ETHICAL DECISION MAKING



- A situation that calls for judgment between two or more solutions, not all of which are necessarily wrong
 - Deciding what action to take involves asking questions:
 - What is the dilemma?
 - What pharmaceutical alternatives apply?
 - What is the best alternative, and can it be justified on moral grounds?
- Make decisions based on knowledge and evidence, not on emotion!
- After the fact, reflect on your choices

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ETHICAL DILEMMAS

1. The Pharmacy manager is adamant to pull off the cash drawers by 10 pm and suddenly you see a patient fresh from ER with a prescription at 9:55 pm. What do you do?
2. A person turns up with a handwritten prescription every week and you know he is not into drug abuse, but the pharmacy manager has strictly prohibited you to sell out any medications to him .
3. How would you respond to petty theft on the part of a supervisor or coworker in the office?

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PREPARE FOR QUESTIONABLE CIRCUMSTANCES



Be aware of potential situations.



Discuss with colleagues how to react and behave.



Think through ethical choices ahead of time.

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ETHICAL LEADERSHIP

Ethical leaders lead by example, but they also stand up for their beliefs no matter what the potential consequences could be.

Ethical leadership means to make decisions based on knowledge and evidence, not on emotion.

Trust must be established between a provider and a patient.

Upholding the standards of your own values is more important than your reputation.

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UPHOLDING STANDARDS

- Pharmacy personnel are held to high standards of conduct and must meet selected criteria:
 - Pharmacists are highly educated professionals, enabling them to perform a highly useful social function. Pharmacy technicians are, by extension, held to high standards.
 - unselfish concern for the welfare of others, crucial to pharmacy practice
 - If improper standards are followed social sanctions: negative repercussions provided by profession and/or society if ethical trust is broken
 - Examples: loss of license, job; legal repercussions

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LEAD BY INTEGRITY

- Pharmacists are bound to practice in the best interest of the patient and are obligated to act with integrity and in an ethical manner.
- Pharmacy directors and their leadership staff are additionally bound to manage their department with integrity
- Pharmacy directors must always be aware that they are open to both department and public scrutiny when they do not conduct themselves in an ethically accountable manner.
- Pharmacists in leadership positions must exhibit stellar behavior and adopt good values when they are at work or in the community, because they are constantly being observed.
 - They must effectively influence the behavior of administrators, physicians, nurses, pharmacy technicians, residents, interns, support staff, patients and their families to optimize medication safety and produce positive patient outcomes that will shape the future of the pharmacy profession.

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VALUES VS. REPUTATION

- Character and values are more important than your reputation.
- Personal character and reputation is often judged by a person's ethical values and code of conduct
- Character reflects a person's morals and trustworthiness which are key factors in professionalism.

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REPUTATION

- General belief or opinion that other people have about you or being known for having a specific skill or characteristic.
- Kind
- Caring
- Mean
- Lazy
- Good/bad at science
- Good/bad dancer

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PERSONAL VALUES

- Personal values are the things that are important to us, the characteristics and behaviors that motivate us and guide our decisions.
 - Honesty
 - Kindness
 - Compassion
 - Friendships
 - Fun
 - Happiness
 - Adventure
 - Wisdom
- Not all personal values are ethical values.

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ACCORDING TO THE WORLD HEALTH ORGANIZATION

- Globally, as many as 4 in 10 patients are harmed in primary and outpatient health care.
- Up to 80% of harm is preventable.
- The most detrimental errors are related to diagnosis, prescription and the use of medicines
- Medication errors are a leading cause of injury and avoidable harm in health care systems
- Globally and the cost associated with medication errors has been estimated at US\$ 42 billion annually

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NATIONAL PATIENT SAFETY GOALS

- National Patient Safety Goals developed by the Joint Commission are designed to reduce errors.
- Identify Patients Correctly
- Improving Staff Communication
- Use Medications
- Use Alarms Safely
- Prevent Infections
- Identify Patient Safety Risk
- Prevent Mistakes in Surgery

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PATIENT SAFETY

- Continued rising drug prices, as well as shortages for many critical medications, are impacting patient care and putting strains on hospital budgets and operations.
 - Patients skipping doses
 - Not Filling medications every month
 - Patients are struggling to pay for medication
- The costs of medications can force patients to use online Pharmacies
 - Cheaper but can be risky because it might be fraudulent and not a legitimate online pharmacy
 - Drug that contains wrong or harmful ingredients, or no medicinal ingredients at all.
 - Condition may remain the same or you may get worse.
 - Bad reaction to the medicine.
 - Personal and banking information may be stolen.

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PATIENT SAFETY

- Assumptions or judgement of a situation can possibly lead to misdiagnosis and lead to improper care.
- If the wrong Rx is dispensed to the wrong patient
- If dispensed to the correct patient but wrong medication.
 - Heart Attack
 - Stroke
 - Coma
 - Mental Illness
 - Death

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PHARMACY PATIENT BILL OF RIGHTS



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LEADERSHIP'S ROLE IN PATIENT SAFETY

- Treat all personnel like they make a difference and are valued within the organization.
 - Increase salary
 - Promotions
 - Involved
 - Trust
 - Empower
 - Training
 - Valued
- Create a safe and secure culture with open communication for employees as well as for patients.
- Leaders in the healthcare organization can provide their full support by making and implementing safety controls and procedures.
 - Use of safe practices
 - Following all Standard Operating Procedures

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SUMMARY

- Codes of conduct in an organization are the set of rules that define the practices and norms in the workplace. They specify the behavior and actions that must be followed in the workplace.
- Codes of ethics form a formal statement of an organization's ethical values and principles. They are the general guides to promote moral decision-making in the workplace.
- An ethical leader is the one who follows moral values and prioritize right actions. He understands good and bad and has the ability to lead the members with right decisions, by considering their interests along with organizational goals.
- To lead by integrity means to be trustworthy, honest, and reliable. Integrity forms the basis of trust.
 - In order to have trust there also needs to be competency, Consistency, Loyalty, and Openness.
- your character is what you really are, while your reputation is what others think you are
- Personal values are the things that are important to us, the characteristics and behaviors that motivate us and guide our decisions.
- Leadership can improve patient safety by leading by example, providing training, and treating all staff like they make a difference and are valued.

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