BETTER DOCTORING
for BETTER PATIENT CARE

A Web-Based, Distance-Learning Seminar on MEDICAL ETHICS AND PROFESSIONALISM
For Physician Continuing Education

RELEASE DATE:  
SEPTEMBER 1, 2012

END DATE:  
AUGUST 31, 2013

MORE INFORMATION AVAILABLE AT: WWW.AMC.EDU/BETTERDOCTORING

Offered by Alden March Bioethics Institute in cooperation with the Patient Safety and Clinical Competency Center and the Office of Continuing Medical Education at Albany Medical College, Albany, New York
WHO WE ARE

The Alden March Bioethics Institute (AMBI) of Albany Medical College is an internationally known leader in the growing field of bioethics. The multidisciplinary center focuses on education, research and clinical consultation. In addition to professors, physicians, and other experienced clinicians affiliated with Albany Medical Center and Albany Medical College, our faculty includes professors from Albany Law School and other experts in the Capital Region Community.

The institute is named for Alden March, MD, who founded Albany Medical College in 1839. Dr. March was a distinguished 19th century surgeon and innovative professor of anatomy, who also co-founded the American Medical Association. The institute was established in 1993 as the Center for Medical Ethics Education and Research, under the direction of John A. Balint, MD. Over the next decade, the medical school established classes in medical ethics, provided clinical consultation services, and engaged in several original research efforts.

Today, institute faculty offer graduating medical students a distinction in bioethics, have expanded our clinical consultation service, offer ongoing resources to graduate resident education, and continue with research in the fields of bioethics, medical ethics, and professionalism. Over the last several years AMBI has offered a master’s degree in bioethics as well as advanced graduate certificates in clinical ethics and clinical ethics consultation as unique online programs.

All instructors for this intensive and interactive seminar focusing on medical ethics and professionalism are Albany Medical College faculty or staff. One has served as counsel to a medical board and has experience prosecuting professional misconduct cases and is now a law school professor; another is an attorney with experience defending health care professionals accused of professional misconduct. Three are practicing physicians. Two are recognized thought leaders and consultants in providing education with standardized patient scenarios and interviews. All are medical school teachers who have been involved in educating medical students and residents about professionalism and ethics for many years.

COURSE DIRECTOR
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Professor of Medicine

HEATHER FRENZ
Manager, Case Development and Standardized Patient Education
Patient Safety and Clinical Competency Center

FACULTY
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Assistant Professor of Obstetrics and Gynecology

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Lawyering Professor
Albany Law School

Henry S. Pohl, MD
Professor of Medicine

LIVA H. JACOBY, PhD, MPH
Professor of Medical Education

Julio A. Sosa, MD, Chair of Medical Education
Vice Dean for Academic Administration
Director, Patient Safety and Clinical Competency Center

BRUCE D. WHITE, DO, JD
Professor of Pediatrics

 Professional and ethical violations and concerns need not mean the end of a medical career; if approached properly, such occasions may offer opportunity for professional growth and renewal.

Most of all, “Better Doctoring” is a way to serve patients by promoting physicians’ aspirations to meet high standards of quality, professional patient care.
TARGET AUDIENCE

The Alden March Bioethics Institute’s “Better Doctoring” seminar is a time-sensitive, online course designed for physicians who seek to enhance their knowledge and judgment skills relating to medical professionalism and to specific types of violations of medical professionalism and misconduct. The course will combine a personal tailored approach to ensure a participant’s specific needs are met, with a general approach to the field of medical professionalism and misconduct. Because the seminar is online via the Internet, geographical location is not an issue.

LEARNING OUTCOMES

Upon completion of this conference, participants will be able to:

• Demonstrate knowledge of prevailing standards of professionalism arising from professional organizations, codes of conduct and medical ethics.
• Identify some of the major failures of physicians to act as professionals or good doctors towards patients, colleagues, staff, and to fulfill obligations to the community.
• Exercise sound reasoning skills and judgment in reaching viable solutions to cases of potential violations of medical professionalism.
• Engage in reflective writing about any professional infraction.
• Participate openly and respectfully in discussions with peers and mentors about professional infractions.
• Give and receive feedback thoughtfully and constructively when interacting with mentors and peers.
• If advisable, formulate a precise, personal plan for renewed commitment to professional values, norms and service, medical ethics and professionalism.

HOW IT WORKS

Over a 15-day schedule, students will work through five distance-learning modules that combine both personalized and generalized, comprehensive training in the topical materials. It is anticipated that a participant will spend about 25-30 hours over the 15-day period to successfully complete the course. All online work will take place asynchronously, that is, each participant will post comments and notes at his or her own convenience and pace, and probably not be online at the same time with mentors and other participants. All required readings will be posted and made available online in Adobe Acrobat PDF files.

BENEFITS OF “BETTER DOCTORING”

The online learning management system offers an easy-to-use, asynchronous, distance-learning format, which allows participants to complete the program from their homes, during hours that are most convenient, with all required resources available online. There are no travel, lodging or meal expenses involved. It may be possible for participants to complete the seminar requirements without rearranging schedules to be away from work responsibilities. More information is available at www.amc.edu/betterdoctoring.

TUITION AND EQUIPMENT REQUIREMENT

Course tuition is $2,500 and includes registration and on-line access to conference materials. Participants who enroll in this program must have access to a telephone for private calls with faculty, access to a computer (such as a IBM PC, Dell or Mac) with high-speed Internet connection with web browser (such as Firefox, Internet Explorer, or Safari) and word processing software (such as Microsoft, Apple Pages, or Corel WordPerfect). Participants will be given personal access to the Albany Medical Colleges secure SAKAI Learning Management System. For those unfamiliar with the online learning management system, Albany Medical College maintains a 24-hour, 7-day-a-week help desk for authorized SAKAI users.

AMA ACCREDITATION

The Albany Medical College is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The Albany Medical College designates this Enduring Material for a maximum of 25 AMA PRA Category 1 credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CONSUMER WEBSITE PRIVACY STATEMENT

http://test.www.amc.edu/about%20us/web.privacy.html
Module I –
**PERSONALIZED INTRODUCTION TO THE COURSE: ONE-ON-ONE ORIENTATION**
*To be completed before Program Day 1. Anticipate 2-3 hours to complete.*

Before the online Discussion Forums open on Day 2, participants will have a personalized session with their faculty mentor via telephone or Skype, one-on-one, which includes:
- Assessment of the particular needs of the participant based on a critical review of any problematic situation that may have led to enrollment in this course.
- Development of personalized objectives and learning plan to meet the participant’s needs.
- Overview of program and the requirements necessary for successful completion.

Module II –
**GOOD DOCTORING AND MEDICAL PROFESSIONALISM STANDARDS AND EXPECTATIONS**
*To be Completed During Program Days 2-6. Anticipate 7-8 Hours to Complete.*

Topics include the meaning of professionalism, the importance of respect and honesty in the physician-patient relationship, moral courage, the art of healing, and the basis of medical morality. During days 2-6, Discussion Forum questions will be posted to which all participants are expected to respond and interact with others, resulting in a lively, challenging learning opportunity and exchange of ideas.

Module III –
**TYPICAL MEDICAL MISCONDUCT INFRACTIONS**
*To be completed during Program Days 7-10. Anticipate 5-6 hours to complete.*

Participants will use real-life disciplinary cases from Appellate Division Records. The appeals are from prosecutions by the New York State Office of Professional Medical Conduct (OPMC) which is a unit of the state’s department of health. Appeals are handled by the Attorney General’s office. The range of topics include:
- Impairment
- Quality of care issues, malpractice: excusable vs. inexcusable practice
- Professional boundaries
- Sexual misconduct, harassment, appropriate personal boundaries
- Honesty, gaming the system, cutting corners, billing misconduct
- Disruptive, unprofessional behavior

Module IV –
**ASSESSING KNOWLEDGE AND JUDGMENT IN Alleged MEDICAL MISCONDUCT**
*To be completed during Program Days 11-14. Anticipate 5-6 hours to complete.*

There will be six simulated video scenarios using standardized patients that illustrate the critical types of medical misconduct. Participants will be asked to identify and explain the questionable behavior and suggest possible courses of actions to avoid allegations of unprofessional conduct:
- Case 1 – Quality of care: medical error (route of administration)
- Case 2 – Inappropriate boundaries: sexual misconduct
- Case 3 – Intoxication, addiction and impairment: the physician’s perspective
- Case 4 – Speaking up about intoxication-addiction and impairment: a care team member’s perspective
- Case 5 – Ethical vs. legal obligations at end of life: responding to a request from a patient
- Case 6 – Questions about documentation and allegedly fraudulent billing

Module V –
**WRAP UP: ONE-ON-ONE EXIT INTERVIEW AND DISCUSSION**
*To be completed during Program Days 11-15, but no later than Program Day 15. Anticipate 6-7 hours to complete.*

Participants are to complete Module V concurrently with Module IV, during the last live days of the program. Each participant will post his or her final paper in the Discussion Forum section of SAKAI. Before the end of Program Day 15, each participant will have a final one-on-one debriefing assessment interview. The final interview will focus on: (1) what was learned and personally valuable in the course; (2) the extent to which the personal goals were accomplished; and (3) future plans for personal growth and development.
**Registration Form**

**Better Doctoring for Better Patient Care**

Release Date: September 1, 2012    End Date: August 31, 2013

Please type, or print clearly. One person per form, this form may be photocopied.

**Name & Degree(s)** (As to appear on conference materials, only two degrees please):

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*Please provide an email address to gain access to the on-line syllabus.*

**Payment Method:**

- A check for $2,500, payable to Albany Medical College is enclosed.
- Please charge my credit card for the amount of $2,500.  
  - MasterCard      - Visa      - American Express      - Discover

**Name as it appears on card:** (Required for credit card payment only)

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**Method of Registration:** Mail, Fax or Email

**Please Choose a Start Date From the Choices Below:**

- [ ] September 14 - September 28, 2012
- [ ] November 2 - November 16, 2012
- [ ] February 8 - February 22, 2013
- [ ] May 10 - May 24, 2013
- [ ] July 12 - July 26, 2013

**Office Use Only**

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Fax: (518) 262-5679. Fax registrations without credit card payment cannot be processed. This is a secure fax line.

**Email:** You may email this completed registration form, with credit card payment to schreim@mail.amc.edu

Registrations accepted for Visa, MasterCard, Discover and American Express only.

Please register one person per form. This form may be photocopied.
We use multiple mailing lists for our conferences. If you receive more than one brochure, kindly pass it on to a colleague.