

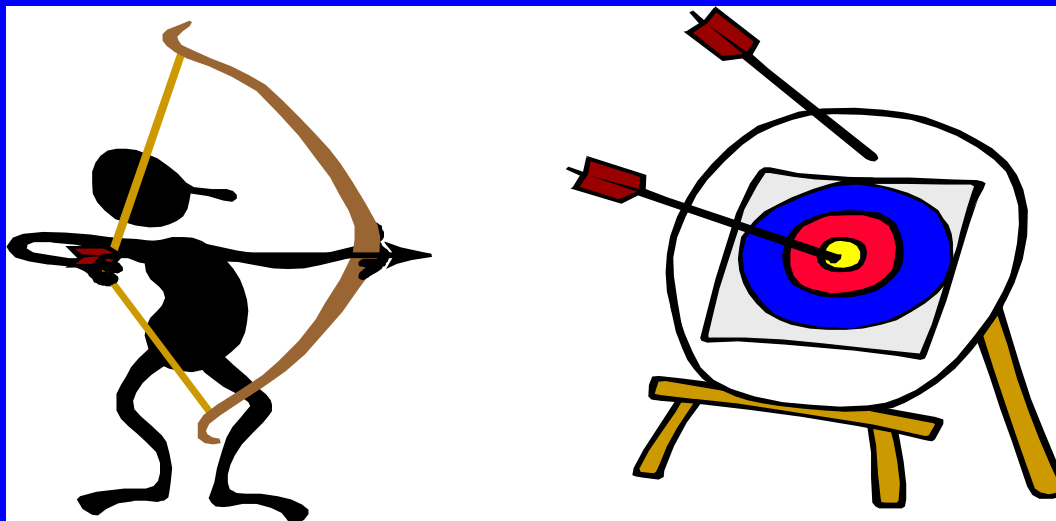
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“The Rice Principle”

“Sometimes you just have to
tell the truth.”

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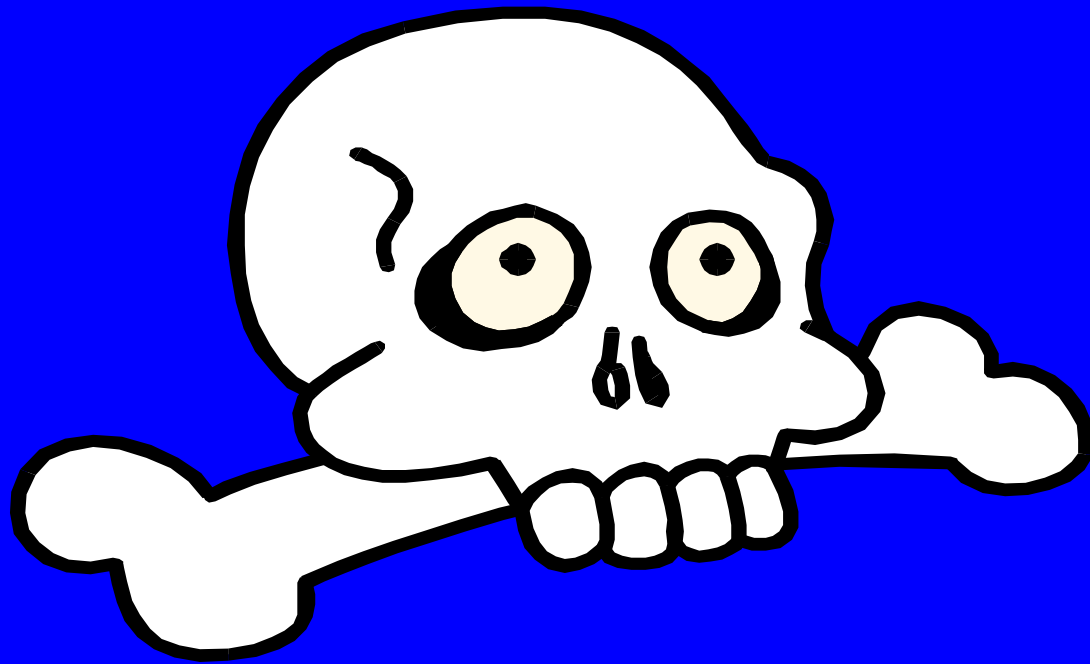
Aim?



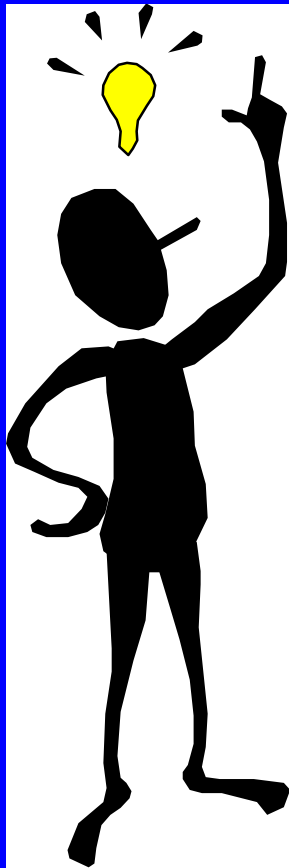
Symptoms

- Semantic manipulation
- Obedience (blind)
- Coercion
- Irrational behavior
- Arrogance
- Lying
- Intolerance
- Sanctimonious attitude
- Megalomania
- Compromising
- Incremental change
- Apathy
- Insincerity

“Socialista Maligna”



Medical Ethics



- Oath of Hippocrates -400 B.C.
- Dr. Thomas Percival
- AMA 1847 Code of Ethics
- Minor Modifications

Hippocratic Oath

- Teach those who are bound by the Oath
- Never do harm to patients
- Never prescribe a deadly medicine
- Abortion
- Honor and integrity
- Appropriate referrals
- Confidentiality

AMA-1980 (01)

- I. A physician shall be dedicated to providing competent medical service with compassion and respect for human dignity and rights.
- II. A physician shall deal honestly with patients and colleagues , and strive to expose those physicians deficient in character or competence , or who engage in fraud or deception to appropriate entities.
- III. A physician shall respect the law and also recognize a responsibility to seek changes in those requirements which are contrary to the best interests of the patient.

AMA-1980 (01)

- IV. A physician shall respect the rights of patients, of colleagues, and of other health professionals, and shall safeguard patient confidences within the constraints of the law.
- V. A physician shall continue to study, apply and advance scientific knowledge, **maintain a commitment to medical education**, make relevant information available to patients, colleagues, and the public, obtain consultation, and use the talents of other health professionals when indicated.

AMA- 1980 (01)

- VI. A physician shall, in the provision of appropriate patient care, except in emergencies, be free to choose whom to serve, with whom to associate, and the environment in which to provide medical services.
- VII. A physician shall recognize a responsibility to participate in activities contributing to an improved community and the betterment of public health.
- VIII. A physician shall while caring for a patient, regard responsibility to the patient as paramount.
- IX. A physician shall support access to medical care for all people.

Declaration of Responsibility

- I. Respect human life and the dignity of every individual.
- II. Refrain from supporting or committing crimes against humanity and condemn all such acts.
- III. Treat the sick and injured with competence and compassion and without prejudice.
- IV. Apply our knowledge and skills when needed, though doing so may put us at risk.
- V. Protect the privacy and confidentiality of those for whom we care and breach that confidence only when keeping it would seriously threaten their health or that of others.

Medicine's Social Contract

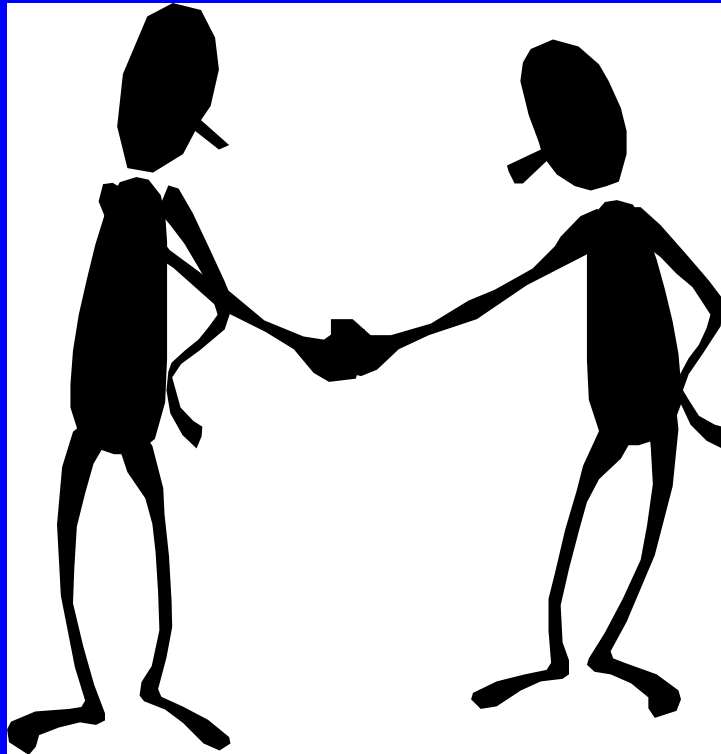
- VI. Work freely with colleagues to discover, develop, and promote advances in medicine and public health that ameliorate suffering and contribute to human well-being.
- VII. Educate the public and polity about present and future threats to the health of humanity.
- VIII. Advocate for social, economic, educational, and political changes that ameliorate suffering and contribute to human well-being.
- IX. Teach and mentor those who follow us for they are the future of our caring profession.

AMA

- State Medical Societies
- County Medical Societies
- Specialty Societies
- Organized Medical Staff Section

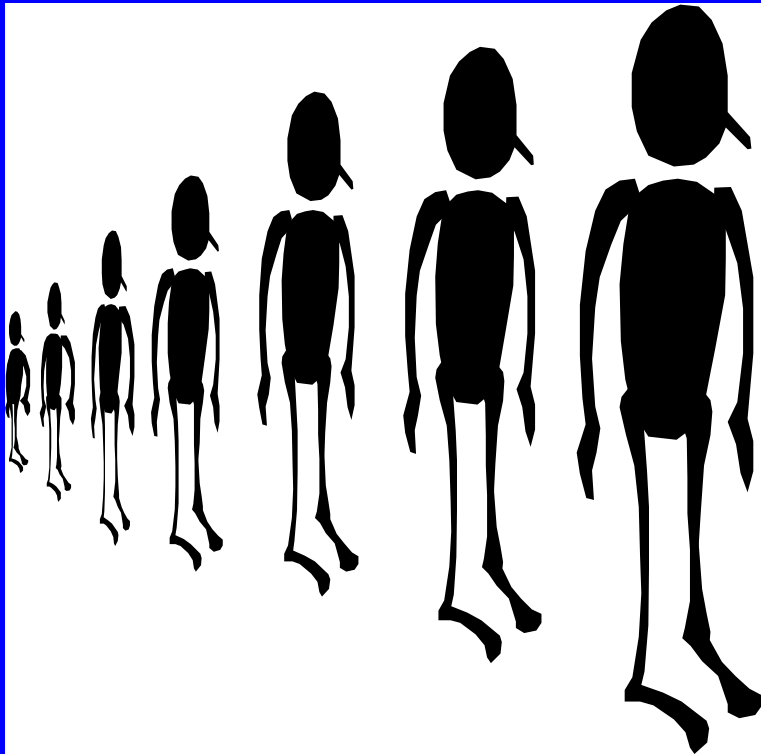


Let's make a deal



- National Practitioner Data Bank
- CPT
- HIPAA
- Clinton Health Plan
- Incremental Change

Democracy and Unity



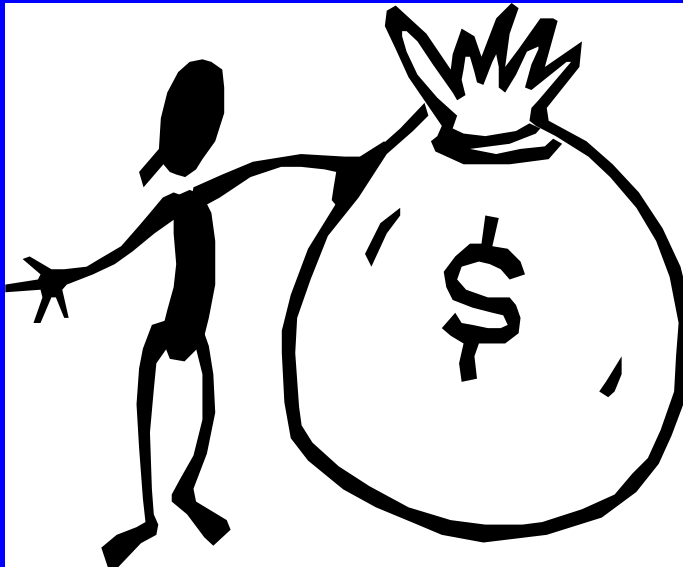
- Democratic Process
- Everyone agrees after coming to a conclusion. Unified Voice.

Elections



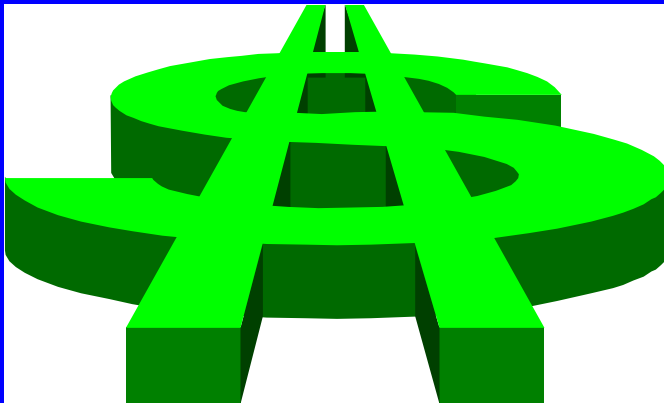
- AMA
- AAPS

Dues



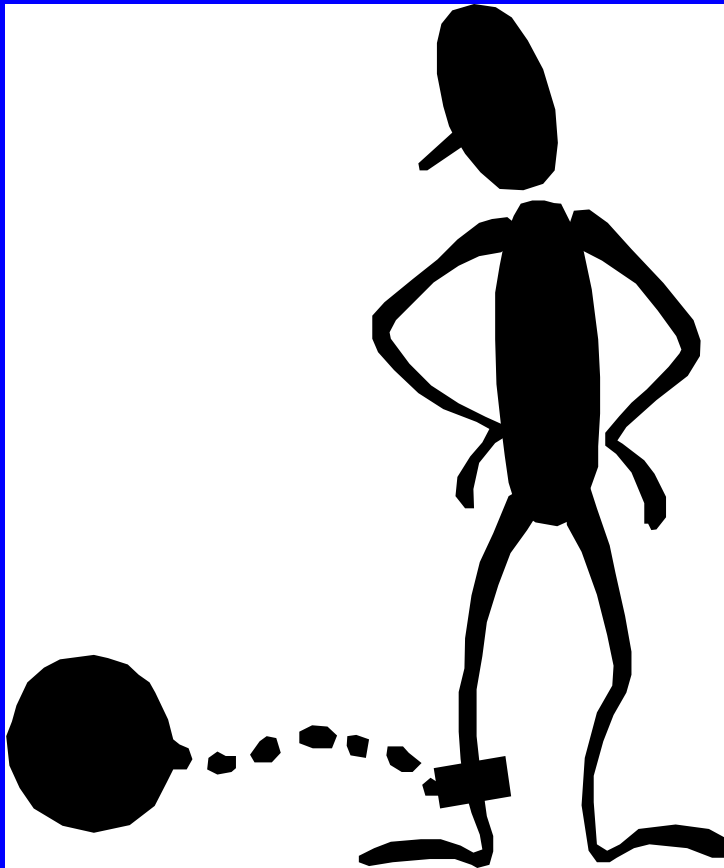
- AMA
- AAPS

AMA



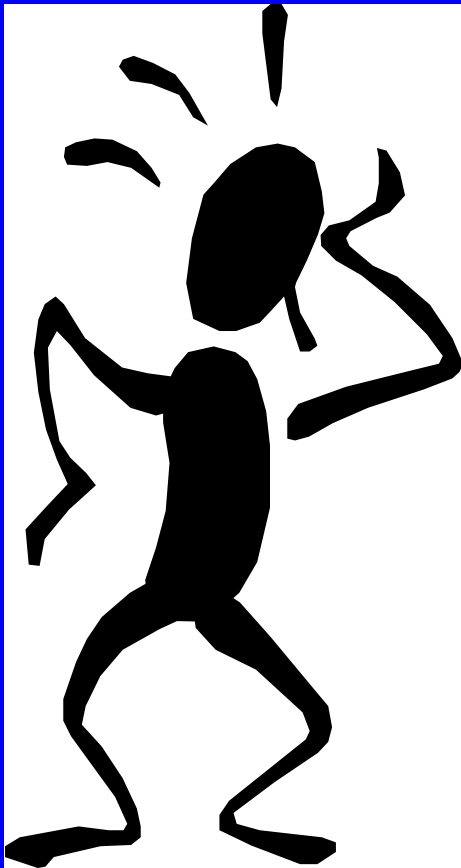
- Chief Executive Officer
- Officers
- Board of Trustees
- Travel
- Grants
- Malpractice Reform

Physician Persecution



- Litigation Center of the AMA-State Medical Societies
- AAPS physician persecution program

AMA Scandals



- Sunbeam
- Sunbeam 2

AMA House of Delegates



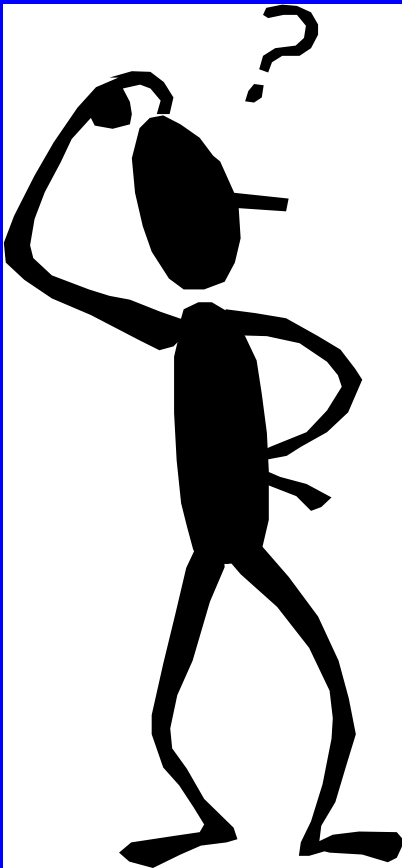
- Paper Work!!!

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Do as I say, not as I do!



CPT



- Public-Private Contract
- San Diego AMA Meeting

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AAPS Medical Ethics

- (1) The physician's first professional obligation is to his patient, then to his profession. His ethical obligation to his community is the same as that of any other citizen.
- (2) The physician should conduct himself at all times with dignity, integrity, honesty and diligence in the practice of his profession so that he will engender the confidence of his patients and respect of his colleagues.
- (3) The physician should not condone the taking of human life in the practice of his profession, but at all times respect the sanctity of human life and seek to preserve or improve the quality of life.

AAPS Medical Ethics

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- (4) The physician should not dispose of his services under terms or conditions which tend to interfere with or impair the free and complete exercise of his medical judgment and skill or tend to cause a deterioration of the quality of medical care.
- (5) The physician may choose whom he will treat, but having undertaken the care of a patient, he should not discontinue his care without adequate notice.

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AAPS Medical Ethics

- (6) The physician should limit the source of his professional income to medical services actually rendered by him, or under his supervision, to his patients. He should neither pay nor receive a commission for referral of patients. The value of professional services should be determined only by mutual agreement between the physician and patient, and in no other way.
- (7) The physician should personally counsel another practitioner who behaves incompetently or unethically and report persistence of that conduct to the proper authority.

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AAPS Medical Ethics

- (8) The physician should seek advice and consultation with ethical colleagues whenever the quality of medical care may be enhanced or whenever consultation is requested by the patient.
- (9) The special importance of the patient's privacy in medical matters requires that the physician never reveal either the confidence entrusted to him in the course of medical attendance, or deficiency he may observe in the character of the patient, releasing information only with the consent of the patient and with due consideration of the mandates of law.

AAPS Medical Ethics

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- (10) The physician should constantly seek factual and reliable information that will assist him in the treatment of illness.
- (11) The physician should not solicit patients. Professional reputation is the major source of patient referral. The physician should be circumspect and restrained in dealing with the communication media, always avoiding self-aggrandizement.

AAPS



AAPS



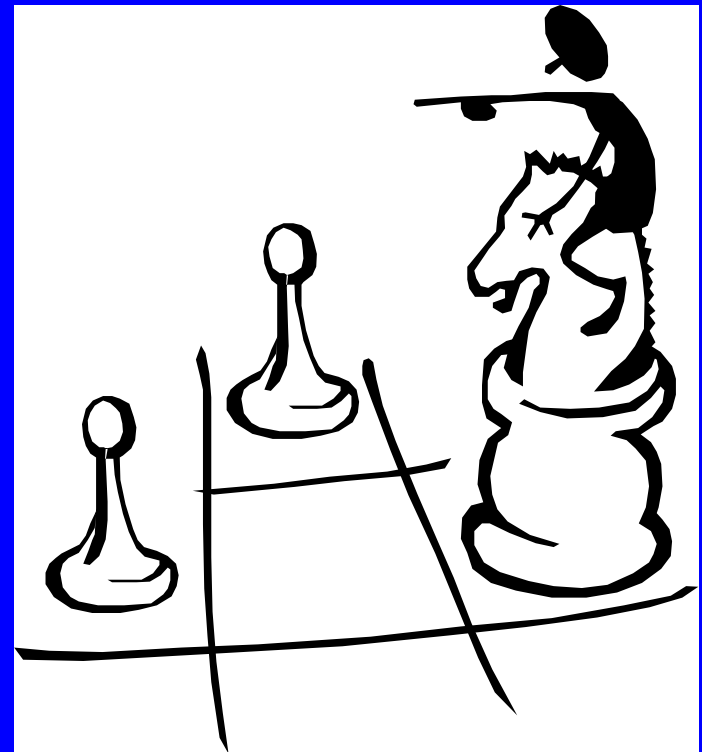
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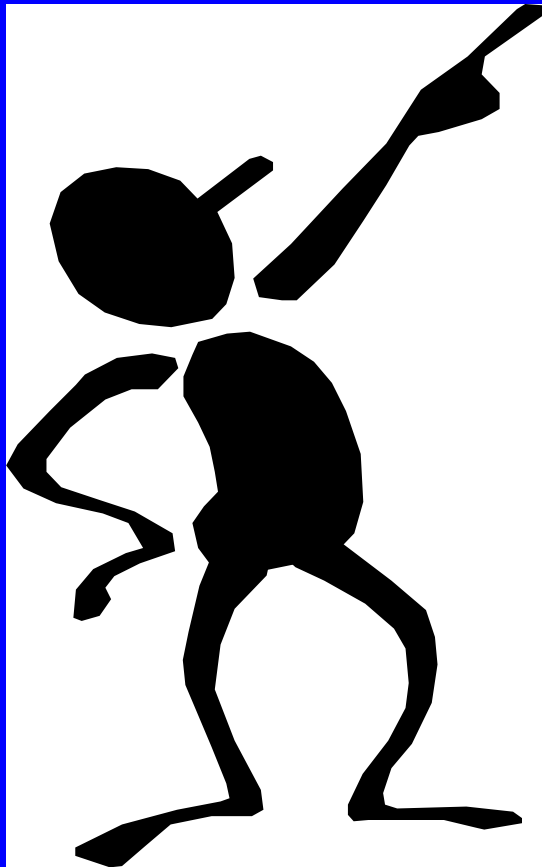
AAPS

- Medical Warriors
- Shared Philosophy
- Practice of Private Medicine
- Hippocratic Medicine

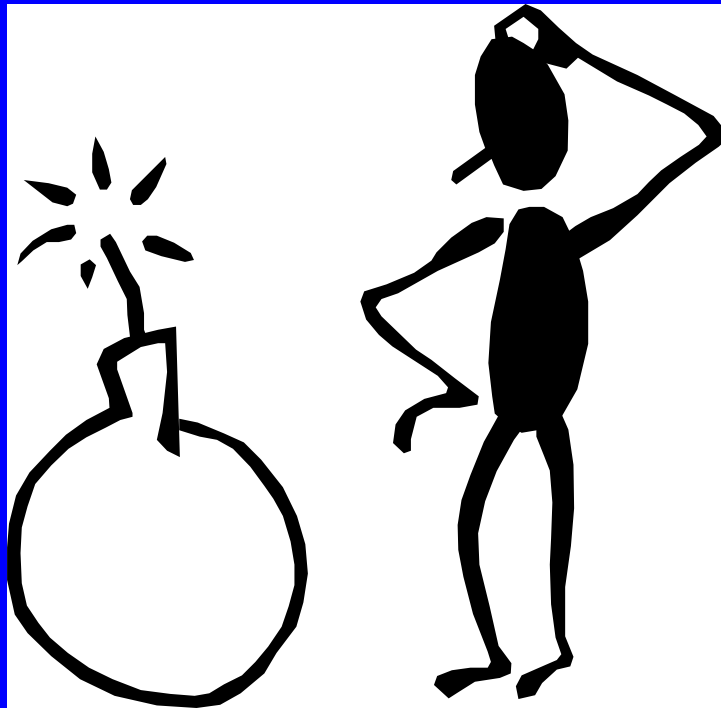


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“True North”



Principles



- “When a principle is compromised, it is no longer a principle!”

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Treatment

