

## DIRECTOR'S REPORT

## Celebrating The Milestones-And The Mission

This autumn the Center for Health Policy and Ethics welcomed the opportunity to join in the celebration of Creighton University's 125th Anniversary. In 1878 the university began as a small institution where midwestern frontier boys could receive training consistent with the ideals of their Catholic faith. Today it has grown into a comprehensive Catholic and Jesuit university with a flourishing undergraduate campus along with schools of Law, Business, Medicine, Dentistry, Nursing and Pharmacy and Health Professions.

The Center for Health Policy and Ethics, one of the institution's younger but lively offspring, marked the beginning of its twentieth year. Accordingly we judged it doubly fitting that we plan several events to celebrate these milestones. The result is that during this academic year we have already held two major conferences designated by Creighton's president as CU125 events, and are planning a third. I will describe each briefly.

The last issue of FOCUS announced the forthcoming "Dreamcatcher's" Conference, an invited working conference for leaders in physical therapy and occupational therapy ethics education co-sponsored by the School of Pharmacy and Health Professions and funded in part by a HRSA Grant. This fall 20 invitees along with four internationally recognized consultants met for three days to help set a future course for ethics education in these (and related) fields. I'm pleased to report that F.A. Davis Publishers will produce EDUCATING FOR MORAL ACTION: A SOURCEBOOK IN HEALTH AND REHABILITATION, composed of the participants' and consultants' papers.

FOCUS also featured the International Congress on Dental Law and Ethics co-sponsored with the International Dental Ethics and Law Society and the School of Dentistry. The Congress, entitled "Rights, Access and Justice in Oral Health Care" drew representatives from 23 states and 13 countries. More than 120 people convened to hear former Surgeon General, Dr. David Satcher, give the opening keynote describing profound and consequential disparities in US oral health and to engage in an exchange around the pressing ethical issues occasioned by oral health care inequities in the US and worldwide.

These two examples illustrate that our conferences have not been designed to celebrate longevity milestones alone, as important as they are, but ultimately to celebrate those facets of the Creighton University mission that promote excellence in education, a grounding in ethics and a commitment to understanding and doing justice. In fact, the Catholic social justice ideal captured in the phrase "a preferential option for the poor" is the centerpiece of a third conference planned for the spring.

"Justice and Health through Creative Technologies: Saris, 'Whistles' and Buckets" (April 15-17) will examine key ethical, social and professional roots of unjust social arrangements that unnecessarily prohibit the majority of the earth's people from realizing the benefits of effective health-care technologies. Leaders from UNESCO and other national and international organizations will provide insight into how individuals can help to support the development of affordable health care technology. Conferees will be

exposed to outstanding examples of technologies that presently are available to even the most impoverished peoples by virtue of innovative use of simple materials (e.g. National Science Foundation Director Rita Colwell's project to use women's saris as strainers to help control cholera in rural Bangladesh; the Carter Presidential Center's development of a pipe-like filter to control guinea worm infestation, and the Institute for Latin American Concern's use of common wash buckets to strain parasites from the water supply). Speakers from the US, Western Europe, South Africa, Bangladesh and the Dominican Republic will discuss challenges and opportunities that emerge for each of us in a globalized economy.

In short, this conference highlights the interrelationship of just social arrangements and a healthful, flourishing local and global community insofar as individuals are willing to be faithful advocates towards achieving this end. Overall, it is designed for participants to learn how to become more informed advocates for approaches that will help foster and sustain a higher quality of life for all, not just those who are able to buy the benefits of health related technologies. By exploring the issues through the lens of a commitment to preferential treatment of persons whose life situations put them at risk for realizing their fair share of society's benefits, we will meet our goal of celebrating an integral part of our—and the Creighton University—mission.

*Ruth Purtilo, PhD*

## A Wellness-Based Income Stream

About a year ago, I received a letter sent to my home in Deer Isle, Maine, where I maintain a license to practice dentistry—but do not do so. I am, in fact, retired from a career in academic dentistry. The letter was from a board certified surgeon inviting me to offer my patients “better health, more energy, and reduced cancer risk, through custom vitamins and develop a lucrative wellness-based business.” He included a literature citation from JAMA that claimed authenticity of the health benefits along with reassurance that the products come from two reputable pharmaceutical labs.

The surgeon told of four doctors who earned between \$16,000 and \$45,000 per month—an orthopedic surgeon, a podiatrist, an anesthesiologist and an internist. For some of them the additional “income stream”—a favorite term of his—was more than they made in their practices. (Why did I waste my career teaching?) Now, apparently, he and his sponsors want me and other dentists to join the growing number of doctors who sell these products to their patients in their offices.

All of this, the surgeon emphasized, “while remaining true to the ideals of helping your fellow man.”

To sign up, all I had to do was to give him a call at a toll-free number.

Somewhat later, a *New York Times* article described the growing practice of physicians selling commercial products to their patients. One doctor who did it defended the practice: “If I can help my patients, I should be rewarded for it.” Another said, “If I feel the product is good for the patient, I don’t see any problem.” However, an AMA doctor warned, “You can’t exploit the patient for your own financial interest.” Another physician at

Quackwatch, a medical “watchdog” website, added, “I tell people to avoid doctors who sell vitamins. It’s a sign of bad judgment.”

Then last month the *Omaha World Herald* reprinted an article from *The Miami Herald* entitled,

“Doctors sell cosmetics that cure.” The theme was the same. The MDs who sold the cosmetics said that their patients were entitled to “have radiant skin,” or that they are driven to it by their patients’ desire for a convenient purchase while they are in their doctor’s office. Others view it as “a terrible conflict of interest,” and “a threat to the medical profession.”

I decided to consult my own profession’s code of ethics. It told me that if I sold such products, I should be careful not to exploit patients’ trust just to make money. Also, I should be honest about the products and personally make sure that they are safe and efficacious. Finally, I should certainly disclose if I am making money from the practice.

Although these guidelines seem fairly reasonable, I wish the ADA had been tougher. For example, I am not impressed with the disclosure requirement. Any professional worth her salt knows how to persuade patients to do what she wants. Furthermore, why would *anyone* do this if not for financial gain? How could I *not* exploit the patient’s trust? Also, is there a possibility of coercion here? After all, how easy would it be for patients to reject my wonderful offer? Am I missing something?

**James T. Rule DDS**  
**Senior Visiting Fellow**



## Senior Visiting Fellow

James T. Rule, Professor Emeritus and former Chair of the Department of Pediatric Dentistry and Director of the Postgraduate Program in Pediatric Dentistry at the University of Maryland Dental School in Baltimore, is CHPE’s latest Senior Visiting Fellow. Dr. Rule, now retired and living in Deer Island, ME, has taught in the field of pediatric dentistry throughout his career. He has a long and distinguished record of teaching, research, speaking and writing and is particularly interested in dental ethics. Dr. Rule obtained his DDS degree at Temple University School of Dentistry, his specialty training at St. Christopher’s Hospital for Children in Philadelphia and a Master of Science degree in Anatomy from the University of Chicago. Previous to his appointment at the University of Maryland, Dr. Rule held positions on dental faculties at the University of Oregon, The Ohio State University and the University of Connecticut. In the latter two institutions he served as graduate program director.

Much of Dr. Rule’s career has been devoted to education and research. His research activities have primarily focused on clinical trials of anticaries dentifrices, antiplaque and antigingivitis agents and newly designed toothbrushes. His primary teaching activities have been in clinical pediatric dentistry, development of the dentition, cariology and more recently, ethics.

Dr. Rule’s interest in ethics was stimulated by a sabbatical leave at the Kennedy Institute of Ethics in Georgetown University in 1989-1990. This effort culminated in a book entitled, *Ethical Questions in Dentistry*, co-authored by Robert M. Veatch and published by Quintessence in 1993. In 1991 Dr. Rule initiated a course in professional ethics for dental students and in 1993 was a co-founder of a graduate course in research ethics for the campus of the University of Maryland at Baltimore.

*continued on page 5*

## CHPE and Cardoner at Creighton Collaborate on First Professional Lecture

The Center for Health Policy and Ethics and Cardoner at Creighton collaborated on the first of a series of annual lectures and discussion sessions on October 30, 2003. Judith Mayotte, PhD, presented "Bridging the Chasm between Promise and Performance: Creative Leadership in the 21<sup>st</sup> Century."



Dr. Mayotte is a Visiting Professor and former Association of Marquette University Women Chair in Humanistic Studies at Marquette University.

In 1989, Dr. Mayotte received a grant from the John D. and Catherine T. MacArthur Foundation to write a book on long-term refugees. She spent three years visiting refugee camps, working to document the lives and conditions that have forced so many into refugee status. In 1994, she was appointed to the US Department of State Bureau of Population, Refugees and Migration as Special Advisor on refugee issues and policy. She has served as Chairwoman of the Women's Commission for Refugee Women and Children and on the boards of Refugees International, the International Rescue Committee the American Friends Service Committee African

Committee and as a Senior Fellow of the Refugee Policy Group.

Dr. Mayotte visited with student representatives from the health sciences and Cortina program (a faith community Cardoner program for sophomores) in an informal discussion session. This session was followed by lunch with faculty from the various professionals programs at Creighton. The evening lecture focused on Dr. Mayotte's present interest in the need for creative leadership at every level of society. Dr. Mayotte raised critical questions about what is needed now and in the future to ensure global peace through visionary leaders and engaged citizens. Throughout the lecture, Dr. Mayotte drew on her own experiences with displaced people and the devastating effects of war.

The lecture, attended by approximately 150 people, is one component of the Cardoner at Creighton program that is a result of a grant from the Lilly Foundation. Cardoner's programs at Creighton are designed to collaborate with students, faculty, staff and alumni to cultivate deliberate exploration of life purpose, calling and well-being. The annual lecture for professional students and faculty specifically encourages participants to reconcile professional aspirations with faith and calling.

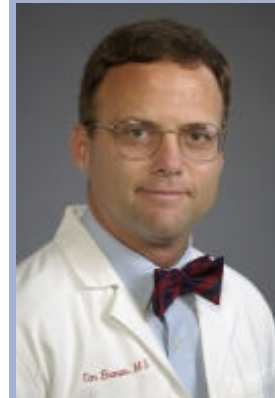
*Amy Haddad,  
PhD, RN*



Pictured here  
Don Doll, SJ  
Christine Wiseman  
Judith Mayotte

## CHPE Welcomes Dr. Cam Enarson New Vice President for Health Sciences

Cam Enarson, MD, MBA, was named Creighton's new Vice President for Health Sciences and Dean of the School of Medicine this fall. "Dr. Enarson is highly regarded as an accomplished physician, teacher and successful medical school leader. He will continue to build on Creighton's exceptional medical school, health sciences programs and research initiatives. He has both medical education and business expertise, which makes him ideally suited to lead our medical school and health sciences enterprises into a new era of growth, service and prosperity," said Fr. Schlegel in announcing Dr. Enarson's appointment.



Dr. Enarson, originally from Edmonton, Alberta, came to Creighton from Wake Forest University School of Medicine, where he was Senior Associate

Dean and Associate Professor of Public Health Sciences and Anesthesiology.

An accomplished physician, teacher, and leader, Dr. Enarson has special interest and experience in medical school education and has served on national organizations devoted to medical education. In addition to his many presentations on education and policy, he has contributed to health policy and ethics publications and written on health sciences education.

We are pleased that Dr. Enarson will have a part-time academic appointment in CHPE as professor, a position we share with the Department of Anesthesiology.

# Fourteenth Annual Women and Health Lecture

## *When the Bough Breaks: Continuing the Journey With Parents of High-Risk Newborns*



This year's annual Women and Health Lecture featured Professor Winifred J. Ellenchild Pinch, EdD. Dr. Pinch holds positions in the CUMC School of Nursing and the Center for Health Policy and Ethics. This fall, Dr. Pinch will be inducted as a Fellow in the American Academy of Nursing in recognition of her work. The session was co-sponsored by the Center for Health Policy and Ethics and the School of Nursing. Dr. Pinch's book about families of high-risk infants, patients of a neonatal intensive care unit (NICU), *When the Bough Breaks*, was published in June, 2002.

Dr. Pinch shared her experiences and interviews with parents of these infants – a longitudinal research project that spanned 20 years. She described the families pre-discharge, at six months and at four years after discharge. Her presentation highlighted the importance of listening to the families, rather than only to the professional caregivers involved with NICU patients. She quoted

one father who described his experience as "Your miracle, my curse." This statement highlights the fact that while the health care team may count a saved life as a "miracle," for the family, the child can become a heavy burden to carry. When only the voices of the professionals are heard, especially in the decision-making, we're "missing half the story," said Dr. Pinch.

The audience included parents and professionals involved with NICU patients as well as faculty, students and the general public. They were captivated by Dr. Pinch's wonderful story-telling style as she spoke of the "roller coaster" ride of having a child in the NICU. The ride doesn't end when the parents take their child home. During the time the children were in the NICU, parents did not perceive ethical conflicts – decision-making was about immediate practical issues. Moreover, they felt that, in the hospital, they were not involved in the serious ethical matters about which

decisions had to be made. However, once the children went home, the parents are the primary decision-makers and become fierce advocates for their children.

During the question and answer session, Dr. Pinch shared several important insights with the health care professional students: Disseminate this knowledge — the bad outcomes as well as the miracles, she urged them. Give individuals in these circumstances, such as women experiencing high-risk pregnancies, anticipatory guidance to help prepare them in advance. Health care professionals have to get involved in their communities to make sure these families aren't abandoned once they leave the NICU.

**Sarah Currier  
PhD, RNC, NNP  
School of Nursing  
CHPE Affiliate**



Photos courtesy of Don Doll, SJ

### **FOCUS**

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Editor ..... Ruth Purtilo, PhD  
Associate Editor ..... Judith Lee Kissell, PhD  
Design & Layout ..... Gina Svendsen

## Honors and Recognitions

Former Senior Visiting Fellow, **Henk ten Have, MD, PhD**, has been appointed Director of the Division of Ethics of Science and Technology of UNESCO in Paris, France, effective September 1, 2003. He is a participant in international research projects, e.g., Euroscreen (ethics of genetic screening) and the European Database Project. He coordinates the European Commission project, "Palliative Care Ethics." While at CHPE as Senior Visiting Fellow, ten Have was director of the Department of Ethics, Philosophy and History of Medicine, University Medical Centre Nijmegen, The Netherlands.

**Ruth Purtilo, PhD, and Amy Haddad, PhD**, won the 2003 Alpha Sigma Nu National Jesuit Book Awards competition in the Health Sciences division for their book, *Health Professional and Patient Interaction, 6th Ed.* Alpha Sigma Nu, the national Jesuit Honor Society, recognizes outstanding scholarly publishing achievement by the faculty and administrators of the US Jesuit colleges and universities. They will be honored at a dinner of the CU Alpha Sigma Nu chapter on December 6, 2003.

**Winifred J. Ellenchild Pinch, EdD**, has been nominated by the American Academy of Nursing as one of the new fellows for induction in 2003. Academy membership criteria include recognition by one's peers of having made outstanding contributions to nursing over and above those required in one's position of employment and sponsorship by two Academy fellows. The formal induction for the new fellows will be November 15, 2003, during the Academy's 30<sup>th</sup> Annual Meeting and Conference.

## Save This Date

The Center for  
Health Policy & Ethics  
Presents a Conference

*Justice and Health  
Through Creative Technologies:  
Saris, "Whistles" and Buckets*

April 15-17, 2004

For more information  
call (402) 280.2017  
or visit our website

[www.justiceandhealth.org](http://www.justiceandhealth.org)

### Senior Visiting Fellow cont'd

Dr. Rule is a Fellow of the American College of Dentists. In 1972, he was the winner of the Adelston Award for Best Contribution to the Research Literature in Pediatric Dentistry. From 1994 until 1996 he served as Acting Director of the University of Maryland at Baltimore Biomedical Ethics Center. For three years he was elected Chair of the Dental School's Department Chairmen's Committee. In 1996 he was chosen as the campus nominee for the Maryland Educator of the Year Award. During a sabbatical leave in 1997, Dr. Rule began work on a book on moral exemplars in dentistry with Muriel Bebeau, PhD, of the University of Minnesota. While at CHPE, he is continuing his efforts on the moral exemplars project. He is also working on a second edition of *Ethical Questions in Dentistry*.

## Leadership in Ethics Education--Dreamcatchers' Conference



Back row, left to right: Patricia Benner, Shirley Wells, Linda Gabriel, Aimee Luebben, Charles Christiansen, Elizabeth Mostrom, Ruth Purtilo, Jack Glaser, Ernest Nalette, Herm Triesenberg, Pam Lappies (publisher representative), Amy Haddad, Jeffrey Crabtree.

Front row, left to right: Carol M. Davis, Karen Gervais, Dolly Swisher, Jan Bruckener, Susan Sisola, Suzanne Peloquin, Mary Ann Wharton, Ivy Lazzarini, Lee Nelson, Gail Jensen, Charlotte Royeen, Margaret Biblis (publisher representative), Penny Moyers, Penny Kyler, Laurie Hack.  
Not pictured, Regina Doherty.

## Calendar of Events

### *Distinguished Lecture*

The Overwhelmed or Impaired Health Professional Trainee: Recognition, Intervention and Prevention

Wednesday, December 10, 2003

12:00–1:00 pm

Boystown National Research Hospital Auditorium

Speaker: Donald Misch, MD, Executive Director, Health Service Northwestern University, Chicago, IL Co-sponsored by CHPE and School of Medicine

### *Roundtables*

(held at CUMC CHPE 2616 Burt Street)

#### **Assessment of Medical Empathy**

Wednesday, December 10, 2003

3:30-4:30 pm

Speaker: Donald Misch, MD, Executive Director, Health Service

Northwestern University, Chicago, IL

#### **Serving Our Newest Neighbors: Creighton University**

#### **and the Sudanese Population**

Wednesday, January 28, 2004

3:30-4:30 pm

Speaker: Joan Mueller, PhD, Department of Theology, Director, Project Welcome

### *Clinical Ethics Session*, Topic: TBA

Wednesday, February 25, 2004

CUMC, Morrison Seminar Room

Moderators: Andrea Jahn, JD and Judith Lee Kissell, PhD

## New Faces

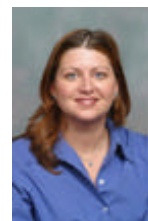
**Chris Karasek** has joined the staff as our new faculty administrative assistant.



Chris is married and has two children. She holds a certificate in health promotion, worked as a medical assistant for fifteen years, was in medical sales and most recently served as the St. Columbkille parish

office manager. When she isn't hard at work, she is an avid golfer and bowler.

**Gina Svendsen** is the Center's new technical specialist. Before coming to CHPE, Gina spent eight years as a technical consultant, mostly writing technical documents for many IT departments around the Omaha area. She also spent time in the classroom teaching Microsoft Office applications. Gina's duties at CHPE include technical support, website design and research. Gina loves the outdoors and recently climbed 11,927 feet to reach the summit of Mt. Charleston in Las Vegas.



## Best Wishes

The Center extends congratulations to Jamie and Brian Waters on the birth of their son, James Hannibal Waters. Jamie was the Faculty Administrative Assistant during the past three years and recently resigned her position to revel in her role as a new mother. All the best to Jamie, Brian and little James!

## Welcome

CHPE welcomes three recently appointed deans in the Schools of Health Sciences:

**J. Chris Bradberry**, PharmD, Dean of the School of Pharmacy and Health Professions, **Cam Enarson**, MD, MBA, Dean of the School of Medicine and **Eleanor V. Howell**, PhD, RN, Dean of the School of Nursing. We look forward to working with them.

We welcome **Sarah Currier**, School of Nursing, as CHPE's first Center Affiliate Member.

Such membership is offered to faculty members who seek to enhance their knowledge of healthcare ethics.

Sarah holds a PhD in nursing and a certificate in public health nursing. She is one of the few nurses in the country who are not only PhD prepared, but also a neonatal nurse practitioner.



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### Address Service Requested

#### Faculty

James Clifton  
Winifred J. Ellenchild Pinch  
Cam Enarson  
Beth Furlong  
Mark Goodman  
Amy M. Haddad  
Gail M. Jensen  
Judith Lee Kissell  
Roderick Nairn  
Richard L. O'Brien  
Ruth B. Purtilo

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