



Brittain-Kalish
Group, LLC

Ethics 101: You Can't Make This Stuff Up

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Your Presenters



Penny Crow, MS, RHIA, SHRM-SCP
Principal/Chief Compliance Officer

- Management consultant / healthcare executive
- Health Information Management
- Human Resources
- Industrial-Organizational Psychology Practitioner
- Chief Compliance Officer
- Author | Speaker | Trainer | Executive Coach



Christine "Chris" Kalish MBA, CMPE
President / CEO

- Management consultant / practice executive
- Extensive experience with healthcare providers
- Innovative and progressive solution provider
- Project management strategic oversight
- Subject matter expert and author
- Thought Leader / Strategist / Executive Coach

Learner Outcomes

- Define and understand ethics.
- Understand the subjectivity of ethics.
- Review the top 7 ethical issues facing practices today.
- Identify an action plan for making ethical decisions under duress.

Ethics, So What????

Good business ethics are essential for the long-term success of an organization.

Implementing an ethical program will foster a successful company culture.

Developing a business ethics program takes time and effort.



Defining Ethics



Personal ethics =
standard of right
and wrong

Business ethics =
moral issues within
an organization

Where do you draw your line in the sand?

Harvard Research of 14,500 employees

23%, or nearly one in four people, feel pressured to do things they know are wrong

29% rule violations

27% lying

27% unhealthy work environment

9% sacrificing safety

3% discrimination

3% stealing

2% bullying

And More Research.....

“Four in five employees said they felt constrained in one way or another in voicing their view or speaking the truth”

“People who feel afraid to speak up are also likely to be the ones who are under pressure to act unethically”

“10% of employees said that no one would dare to report malpractices”

“10% said that those who attempted to speak up were silenced”

“38% indicated that they did not know about any organizational policies to deal with such reports”

Ivcevic, Z., Menges, J. I., & Miller, A. (2020, March 20). Managing Organizations.

Harvard Business Review: <https://hbr.org/2020/03/how-common-is-unethical-behavior-in-u-s-organizations#>

Medical Ethics

- Taking advantage of big data without dehumanizing patients
- Safeguarding patient privacy when using population health data
- Ensuring equal access to customize medicine
- Reconciling patient care decisions with financial management
- Implementing AI and robotics ethically
- Devising ethical responses to pandemics and other widespread medical emergencies
- Combining the science of health with the world of business

<https://online.ahu.edu/blog/ethical-issues-in-healthcare/>

Implementing Ethics in the Workplace



Companies need to focus on implementing uniform ethical standards and rules throughout their organizations.

Employees should never have to question whether they are doing the right thing.

Employer/Employee Rights

Employers are obligated to provide employees with a safe work environment that is free from harassment.

Personal information must be protected and kept confidential.

Surveillance, drug testing, and searches are points of contention for many employees.

Department of Labor regulations protect you and the employee.

Guidelines for Managing Ethics in the Office



Give it time



Focus on behavior



Avoid problems



Be open



Integrate ethics



Allow for mistakes

Patient Rights



- HIPAA
 - Privacy
 - Security
- Fraud and Abuse
- Transparency Laws
- Contractual agreements with Health Plans

Business & Social Responsibilities

Most successful businesses operate with socially responsible business practices.

Being socially responsible requires companies to integrate the needs of their stakeholders into the values and operations of their organizations.

Stakeholders typically include investors, patients, employees, the community and the environment.

Social responsibility strives to consider all of these needs in their business practices.

Types of Responsibilities



- **Legal**

- Health and safety standards and fair treatment of employees fall under this type of responsibility.

- **Financial**

- Financial responsibility is more than turning a profit. Financial ethics cover everything from fair salaries to fair payments for raw materials and services and offering fair prices to their customers.

- **Philanthropic**

- Many organizations are being recognized for their philanthropy. Philanthropy can come from donations, service, education, and environmental programs. Some companies consider the environment its own type of social responsibility.

Ethical Decisions

In the end, success or failure will come down to an ethical decision....

Edward O. Wilson

The Basics



Utilitarian
approach

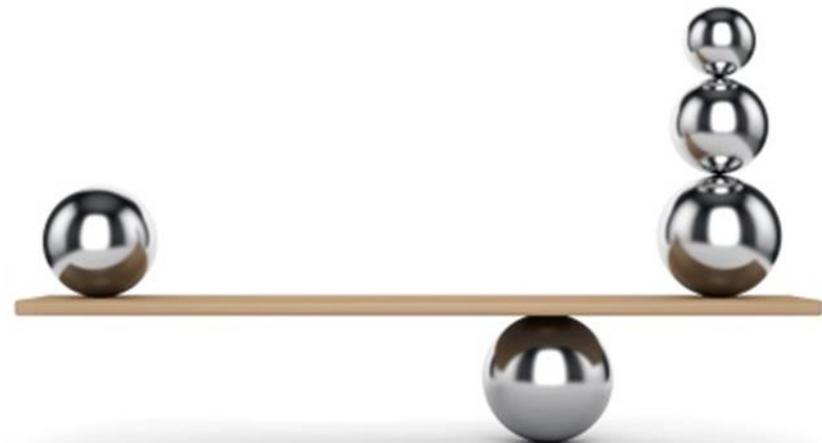
Rights approach

Fairness approach

Common good
approach

Balancing Personal & the Organizational Ethics

- Organizational ethics flow from the top down
- Personal and professional ethics will collide
- What will do the most good in this situation?



Overcoming Obstacles

- Sympathize
- Make them responsible
- Reason
- Stay firm
- Take precautions



Managerial Ethics



Managers have a responsibility:

- *To behave ethically*
- *Manage ethically*
- *Set standards*

....if you want to test a man's character, give him power.

Abraham Lincoln

Management Responsibilities



Profit: All companies are responsible to make a profit in order to survive and fulfill their other obligations.



People: This includes employees, customers, shareholders, and the community.



Planet: Sustainability and the preservation of resources is a growing responsibility for businesses.



Principles: The ethics that govern the organization will help the company to act ethically in every area.

Characteristics

Integrity: The manager behaves with integrity and leads by example.

Transparency: The company and its managers are transparent and do not hide their actions.

Utilitarianism: The organization and manager considers the happiness of the people involved in the organization.

Ensuring Ethical Behavior

- Develop an ethics management program
- Develop a code of ethics
- Develop a code of conduct
- Create policies and procedures that reflect the practice's ethics



Unethical Behavior

Prevention

Easier than dealing with the aftermath

Improve job satisfaction can prevent unethical behavior

Recognize and Identify

Abusing sick leave

Lying

Cutting corners

Covering up mistakes

Living on the edge

Address

Do so carefully

Discuss face to face

Do not jump to conclusions

Intervention

Get outside help

Create an action plan

Meet with all appropriate parties

Intervention

Treatment

Ethics in Business



Requires diligence and hard work



Entire organization needs to be on the same page



Ethical principles should directly reflect the needs of the practice



Responsibilities are clearly outlined



Organization chart - ethics begin at the top



The company culture is a clue to the ethics of the business.

Ethical Principles

Trust

Clarity

Community

Accurate records

Respect

Ethical Safeguards



**CODE OF
CONDUCT**



**EMPLOYEE
TRAINING**



ETHICS AUDITS

Developing a Code of Ethics



Laws and regulations



Practice needs



Ethical values



Wording

Performing an Internal Ethics Audit/Upholding the Ethics Program



Surveys



Interviews



Documents



Focus Groups



Direct Observation

Summary

“Doing the right thing doesn’t automatically bring success. But compromising ethics almost always lead to failure.”

Anonymous



Penny Crow, MS, RHIA, SHRM-SCP
Principal | Chief Compliance Officer

pennyc@brittainkalishgroup.com

Cell: 512.673.8645

M. Christine Kalish MBA, CMPE

Chief Executive Officer

chrisk@brittainkalishgroup.com

Cell: 817.313.1898



**Brittain-Kalish
Group, LLC**