

GRAND ROUNDS*Ethics and the Complicated
& Clustered Model
of Influence*

Ethics often lurk in the corners of our minds. Perhaps rarely at the forefront—but, they certainly wind a common thread through days of patient engagement. The current health care environment exhibits a complicated and clustered model of “influencers,” who seek a portion of the physician’s sacred patient relationship.

We will enlighten the influence that “outsiders” (anyone who is not a direct provider to the patient) wish to have upon the sacred patient relationship. We will uncover the methods outside influencers use to find their way into that sacred space. Most importantly, we will define the most effective ways of maintaining and building relationships with the influencers while defending and protecting the sacred patient space.

Participants will explore commonly accepted principles of ethics in the context of scenario and practice:

- ▶ **Respect for autonomy**
- ▶ **Non-maleficence**
- ▶ **Beneficence**
- ▶ **Justice**

Following this course, participants will:

- ▶ **Illustrate the complicated and clustered model of influence, defining the sacred patient space**
- ▶ **Demonstrate the function and purpose of transparency within ethics**
- ▶ **Mitigate fear with respect for ethical code and practice**
- ▶ **Describe the four basic principles of ethical practice in the context of professional relationships and the preservation of the sacred patient space**

Michael Page, AuD has lectured widely on ethical practices within health care throughout the US. He served as a member of the Primary Children’s Medical Center Bioethics Committee and board chair for the Division of Occupational and Professional Licensing. He served as chair and committee member of the American Academy of Audiology Ethical Practices Committee and has held guest professor positions (related to healthcare business ethics) at University of the Pacific (San Francisco, CA), Utah State University (Logan, UT), Brigham Young University (Provo, UT), University of Utah (Salt Lake City, UT) and Salus University (Elkins Park, PA).

Since 2017, Dr. Page operates as a health care, education, and business consultant specializing in ethical practice, professional boundaries, industry relationships, employee relations, and workplace culture. He has served as a member of the Manager of Audiology/ Cochlear Implant Program at Primary Children’s Hospital (Salt Lake City, UT) and various management and executive positions within industry.

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