

ETHICS GRAND ROUNDS

Tuesday, May 13, 2014 South Campus
D1.602, Noon–1:00, McDermott Plaza Lecture Hall

DEFINING PROFESSIONALISM IN THE DIGITAL AGE: BARRIERS AND OPPORTUNITIES

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The overwhelming popularity of Web 2.0 technologies, such as social networking sites, media sharing sites and blogging, has significantly changed the manner in which trainees interact with educators, colleagues, and the lay public. Individual and institutional representation, the absence of existing policies and the perception of the lay public are some of the salient issues that arise when considering the “digital images” displayed by trainees and faculty alike. Little guidance exists for medical educators on preventing misuse of digital media and ensuring standards for professional conduct. Similarly, the positive potential of these media, within medical education, are only beginning to be realized. While many of these issues are also faced by colleagues in other areas of higher education, medical educators and their institutions are faced with the additional challenge of ensuring that graduates exemplify the ideals of medical professionalism. This lecture will address educators’ understanding of the currently available technology, the threats that they pose to trainee professionalism and strategies to protect the trainees’ and the program or institutions’ digital image.

Ethics Grand Rounds Videos are available a few days after the lecture at:
<http://repositories.tdl.org/utswmed-ir/handle/2152.5/1292>

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Target Audience: Physicians, faculty, residents, fellows, trainees, students, health care professionals. **Educational Objectives:** At the conclusion of this activity, the participant should be able to: 1) Recognize perennial and emerging bioethical problems in clinical practice, research, public health, and health policy arenas. 2) Describe competing/contrasting viewpoints concerning these bioethical problems. 3) Demonstrate increased skills in analyzing and practically handling bioethical problems in the clinical, research, public health, and health policy arenas. **Educational Method:** Lecture and question-and-answer period. **Accreditation:** The University of Texas Southwestern Medical Center is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **Credit Designation:** The University of Texas Southwestern Medical Center designates this live activity for a maximum of 1 AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity. The University of Texas Southwestern Medical Center designates this activity for 1 hour(s) in medical ethics and/or professional responsibility. **Conflict of Interest:** All persons in the position to control the content of an education activity are required to disclose all relevant financial relationships in any amount occurring within the past 12 months with any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients. A primary mechanism to resolve identified conflicts of interest is a content review that is prior to the activity. **Off-Label Uses:** Because this course is meant to educate physicians with what is currently in use and what may be available in the future, there may be “off-label” use discussed in the presentation. Speakers have been requested to inform the audience when off-label use is discussed.