

# UT Southwestern Medical Center

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER'S  
PROGRAM IN ETHICS IN SCIENCE AND MEDICINE INVITES YOU TO ATTEND:

## ETHICS GRAND ROUNDS

SPONSORED BY THE PETER O'DONNELL JR. BRAIN INSTITUTE  
AND THE PROGRAM IN ETHICS IN SCIENCE AND MEDICINE

Tuesday, May 10, 2022 – Noon-1:00 p.m. (Central Time)

## ETHICAL QUANDARIES OF DIRECT-TO-CONSUMER NEUROTECHNOLOGIES

**KAROLA V. KREITMAIR, PH.D., HEC-C, M.Sc.**

*Assistant Professor of Medical History and Bioethics*

*School of Medicine and Public Health, University of Wisconsin-Madison*

The direct-to-consumer (DTC) neurotechnology market, which includes brain computer interfaces (BCI), non-invasive neurostimulation devices, virtual reality systems (VR), wearables, and certain smartphone apps, is rapidly growing. This technology's quasi-clinical domain and its status as a consumer product, raises a number of ethical issues, including safety, transparency, privacy, and epistemic appropriateness. In addition, DTC neurotechnology provokes more fundamental questions regarding what may be thought of as the "responsibilization" of the user/patient. While DTC neurotechnology is standardly touted as a means of empowering users, I argue that such empowerment may not be of the sort that is genuinely beneficial to users.

**This lecture will be conducted via Zoom webinar.**

**While there is no registration fee, you must register to attend.**

**Upon registration, you will receive the Zoom event ID and link to join the webinar.**

**John Z. Sadler, M.D., Course Director**  
**Program in Ethics in Science & Medicine**

**For additional information, please contact:**  
**Ruth.Vinciguerra@UTSouthwestern.edu**  
[Program in Ethics in Science and Medicine: UT Southwestern,](#)

**Target Audience:** Physicians, faculty, fellows, residents, 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)**<sup>™</sup>. 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. **Relevant Financial Relationships:** In accordance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accrediting Continuing Education, all persons in the position to control the content of an education activity are required to disclose all financial relationships in any amount occurring within the past 24 months with any ineligible company (any entity whose primary business is producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients). UT Southwestern also considers ineligible those companies producing, marketing, selling, re-selling, or distributing healthcare products in development for future use on patients, such as healthcare product research companies. All reported financial relationships with ineligible companies are reviewed for relevancy and then mitigated through a content review process prior to the activity (where applicable).

**To claim Continuing Medical Education credit, you must have a UT Southwestern CME profile. Directions to set up a UT Southwestern CME profile may be found [here](#).**

**CNE:** UT Southwestern Medical Center is accredited as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation. This activity will award one (1) contact hour.