



the medical center hour

*Medicine & Society in Conversation*

A program of the Center for Health Humanities and Ethics  
University of Virginia School of Medicine

Provided by the University of Virginia School of Medicine and School of Nursing

**Wednesday, September 20, 2023**

**12:00-1:00 p.m. (EST)**

**In Person at Pinn Hall Conference Center Auditorium**

**Zoom Webinar: <https://us02web.zoom.us/j/84251645196>**

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*2023 Brodie Lecture*

## Organizational Professionalism and the Social Contract



**Barry Evan Egener, MD**

Consultant, Professionals Wellness Lead  
Asante Health, Medford, OR

**Evan Heald MD, Moderator**

Brodie Medical Education Committee Director, Associate Professor of Medicine, UVA

The public's diminishing trust in the medical profession is due more to the actions of medical organizations than individual practitioners. This presentation will explore how organizational professionalism, the notion that medical organizations, like individual practitioners, have professional competencies and behaviors, may help restore trust in medicine's social contract. The presentation will provide examples of how the corporatization of medicine has eroded the wellbeing of its workforce and subordinated the health of patients and communities to profit. However, there are movements in both business and medicine that may restore public trust and promote social wellbeing.

**Lunch will be provided for the first 40 in-person attendees.**

### Resources:

1. Barry E. Egener, MD, Diana J. Mason, RN, PhD, Walter J. McDonald, MD, The Charter on Professionalism for Health, Academic Medicine, Vol. XX, No. X
2. Donald M. Berwick, Salve Lucrum: The Existential Threat of Greed in US Health Care, JAMA February 28, 2023 Volume 329, Number 8

## Accreditation & Designation Statements



In support of improving patient care, the University of Virginia School of Medicine and School of Nursing is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

The University of Virginia School of Medicine and School of Nursing designates this live activity for a maximum of **1 AMA PRA Category 1 Credit<sup>TM</sup>**. **Physicians** should claim only the credit commensurate with the extent of their participation in the activity. The University of Virginia School of Medicine and School of Nursing awards **1 contact hour** for nurses who participate in this educational activity and complete the post activity evaluation.

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### Disclosure(s):

The following speakers and planning committee have no personal or professional financial relationships with a commercial entity producing healthcare goods and/or services. Speakers: Barry Evan Egner, MD; Evan Heald, MD; Planning Committee: Jim Childress, PhD; Marcia Childress, PhD; R.J. Bonnie, LLB; R. Carpenter, DNP; Mary Faith Marshall, PhD; Justin Mutter, MD, MA; Kathryn Reid, PhD, APRN, FNP-BC, CNL; Lois Shepherd, JD.

### Disclosure of faculty financial affiliations

The University of Virginia School of Medicine and School of Nursing as a Joint Accreditation Provider adhere to the ACCME Standards for Integrity and Independence in Accredited Continuing Education, released in December 2020, as well as Commonwealth of Virginia statutes, University of Virginia policies and procedures, and associated federal and private regulations and guidelines. As the accredited provider for this CE/IPCE activity, we are responsible for ensuring that healthcare professionals have access to professional development activities that are based on best practices and scientific integrity that ultimately supports the care of patients and the public.

All individuals involved in the development and delivery of content for an accredited CE/IPCE activity are expected to disclose relevant financial relationships with ineligible companies occurring within the past 24 months (such as grants or research support, employee, consultant, stock holder, member of speakers bureau, etc.). The University of Virginia School of Medicine and School of Nursing employ appropriate mechanisms to resolve potential conflicts of interest and ensure the educational design reflects content validity, scientific rigor and balance for participants. Questions about specific strategies can be directed to the University of Virginia School of Medicine and School of Nursing of the University of Virginia, Charlottesville, Virginia.

The faculty, staff, CE Advisory Committee and planning committee engaged in the development and/or peer review of this CE/IPCE activity in the Joint Accreditation CE Office of the School of Medicine and School of Nursing have no financial affiliations to disclose.

### Disclosure of discussion of non-FDA approved uses for pharmaceutical products and/or medical devices

As a Joint Accreditation provider, the University of Virginia School of Medicine and School of Nursing, requires that all faculty presenters identify and disclose any off-label or experimental uses for pharmaceutical and medical device products. It is recommended that each clinician fully review all the available data on new products or procedures prior to clinical use.

**Barry Evan Egner MD** is a semi-retired internal medicine physician who lives with his wife, Teresa, in Ashland, Oregon. He practiced and taught internal medicine for 35 years in Portland, Oregon. Currently he is building a wellbeing program at Asante Health in southern Oregon. He is former president of the Academy for Communication in Healthcare, former medical director of The Foundation for Medical Excellence, and is a member of the board of directors of the Institute for Communication in Healthcare, 3 organizations that teach medical communication. When he was a director of the American Board of Internal Medicine, his interest in communication skills broadened to professionalism. He co-developed the concept of organizational professionalism with Walter McDonald, MD, and published 2 articles on the subject. While the concept has so far focused on the field of medicine, broader applications are being explored. He is a screener for the Ashland New Plays Festival, and he and his family enjoy the many cultural and outdoor attractions of Ashland, Oregon: skiing, hiking, and the Oregon Shakespeare Festival.

**Evan Heald MD FACP**, practices and teaches General Internal Medicine at the University of Virginia. He is the second Director of the Brodie Medical Education Committee. Anne Brodie was a grateful patient who trusted her Primary Care Physician with her own health, and the responsibility to imbue future generations with the skills and heart to care for patients as he cared for her. Dr. Heald has worked for UVA patients and learners in one capacity or another since 1991 and is happiest when creating something new ... from programs, words, wood, sounds, paint or food.



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**At the end of the  
conference!**

**Thank you for attending the  
Medical Center Hour on September 20, 2023**

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2. Click on the "Learning Portal" button and select "CE Certificate".
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5. Complete the evaluation and click "Done".
6. Certificate Preparation; indicate the number of credits you wish to claim for attending this activity. Click "Submit"
7. Click "Print Certificate" or you can access later by visiting our website, Click "Learning Portal", Sign in at the top of the page and click "Credit History & Past Certificate".
8. For problems, contact the CME office at [uvacme@virginia.edu](mailto:uvacme@virginia.edu)

***PLEASE NOTE: The post activity evaluation will only be available for a 30 day period. Credit will not be issued after the evaluation period has closed.***

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