

So you want to be a professional?

Ted Morton Pharm.D., BCPS (AQ-ID)
Associate Professor
King Saud University

1

Learning Objectives

- Understand the definition and basics of a professional.
- Explain the importance of professional organizations and networking.
- Describe how to look and behave professionally.
- Relate how ethics and professionalism go hand-in-hand.

2

Professional

- ***It's like art***
 - You know it when you see it
 - It is easier to say what it isn't
 - Masters make it look effortless
 - Comes from the heart / inspired
 - Hard to "teach", easier to emulate
 - Improved with focused effort, practice

3

Professionalism¹

- Attitudes and Behaviors
 - Putting patients interest above self-interest
 - Conduct & Demeanor
 - Courtesy, politeness, respect, discretion

¹ Hammer DP "Professional Attitudes & Behaviors: The "A's and B's" of Professionalism" Am J Pharm Educ 2000;64:455-464.

4

Professionalism²

- Knowledge & skills of a profession
- Commitment to self-improvement and knowledge
- Pride in the profession
- Creativity and innovation
- Leadership

² APhA-ASP/AACP-COD Task Force on Professionalism. White paper on pharmacy student professionalism. J. Am. Pharm. Assoc. 2000;40:96-102. Order modified

5

Professionalism

- Covenantal relationship with client
- Conscience and trustworthiness
- Accountability for his/her work
- Ethically sound decision-making
- Service orientation

6

Investing in Professionalism

- Knowledge, Self Improvement
 - Subscribing to (and reading!) journals
 - Medical Letter, Pharmacist Letter, NEJM
 - Journal Clubs, Conferences
- Pride, Creativity, Leadership
 - Participate in professional organizations
- Patient - focused
 - Chose daily activities c/w pharmaceutical care

7

Professional?

- Being paid to work
- Following a dress code
- Showing up & leaving on time
- Following policies & procedures
- Being polite

"Would you like fries with that?"

8

Vocation³

- A vocation is an occupation, either professional or voluntary, that is carried out more for its altruistic benefit than for income, which might be regarded as a secondary aspect of the vocation, however beneficial.
 - Vocations can be seen as fulfilling a psychological or spiritual need for the worker, and the term can also be used to describe any occupation for which a person is specifically gifted, and usually implies that the worker has a form of "calling" for the task.
 - The word "vocation" comes from the Latin vocare, meaning "to call"
- ³ Wikipedia accessed 3/15/07

9

Professional Organizations

- Formally bring together professionals to collaborate on areas of mutual concern
 - Patient care, clinical practice, scientific research, legislation, jobs, education, the future of the profession
 - Behaviors model / inspire professionalism
- Pharmacy schools!
- APhA, ASHP, ACCP, specialty

10

Networking

- EVERYONE has something of value to offer to each other
 - Ideas, knowledge, humor
 - Role models, future bosses / employees, collaborators, mentoring
- Make the effort to meet & get to know people, pharmacy is a small world...

11

Looking Professional

- If you want to be respected, first respect yourself
 - I don't care if it is "Casual Friday" in your world
 - Image is reality until proven otherwise
 - Body piercing, Tattoos
 - Revealing clothing
 - Smoking / Drinking / Drugs
- What would _____ do?

12



13



14

Looking Professional

- If you don't know – ask!
- Mom was right
 - Basic hygiene (soap, shaving, nails, hair, makeup)
 - Clothing & Shoes – neat / clean / fits
 - Situation appropriate (equal / better than required)
 - Shirt and tie for guys, don't ask me about women...
 - Interviews - would you hire yourself?

15

Behaving Professionally

- Find role models / mentors. Seek feedback
- Respect context
 - formal, informal, work, & social venues
- Reflects core values
 - Responsible, accountable...
- Not just you but your companions
 - Friends, spouse, children, pets...

16

Communication

- Start with language (spoken and written)
- What you say: temper with virtue
 - Enthusiasm, sincerity, concern, respect...
- How you say it
 - Tailored to audience (patients...)
 - Speed, pace, content, slang, profanity
 - Misspelling, mispronunciation, grammatical errors

17

Behavioral Do's

- What would _____ do?
- Seek out opportunities to help / serve others
- Follow-up on commitments / promises immediately
- Treat everyone with respect and dignity, always greet people & introduce
- Have fun and be especially conscientious in social situations

18

Ethics - application of moral values

- Beneficence
 - a practitioner should act in the best interest of the patient. (*Salus aegroti suprema lex.*)
- Non-maleficence
 - "first, do no harm" (*primum non nocere*).
- Autonomy
 - the patient has the right to refuse or choose their treatment. (*Voluntas aegroti suprema lex.*)

19

Ethics

- Justice
 - concerns the distribution of scarce health resources, and the decision of who gets what treatment.
- Dignity
 - the patient (and the person treating the patient) have the right to dignity.
- Truthfulness and honesty
 - the concept of informed consent (Tuskegee)

20

Ethical Dilemmas

- Conflict between an individual's perceived professional & moral responsibilities
 - Reproductive Rights:
 - Birth Control for Minors, Plan B, Abortifacients, Stem Cell Research
 - End of Life:
 - Living Will vs Euthanasia

21

Ethical Dilemmas

- Conflict between individual's professional values & personal desires
 - Sexual relations
 - Peers, patients, students, employers / employees
 - Family members / Friends / Peers
 - Vendors / drug companies
 - Gifts, honorariums

22

In summary, why be a Professional?

- If you don't set goals or standards you'll still end up somewhere, so will you just "get by" or leave the world a better place?
- Job vs Vocation?

For you and your patients!

23