

Let's Get Ethical!

Applying the Daniels Fund Ethics Initiative to Health Communication and Assessment

Hazel Reyes MS, LAT, ATC



College of Business

UNIVERSITY OF COLORADO **COLORADO SPRINGS**



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DANIELS FUND

ETHICS INITIATIVE

Collegiate Program

Agenda

- Introduction
- The Crucial Need for Ethics in Healthcare
- The Daniels Fund Ethics Initiative
- Implementation in Health Science Courses
- Activities- Ethical Pulse Check
- Evaluation and Outcomes
- Key Takeaways
- Future Directions



Introduction

- Background:
 - Personal experience with ethical dilemmas in healthcare
- "Ethical dilemmas can give anybody pause, but in the health care field, they can lead to gray areas, difficult questions, and a need for clarity."



The Crucial Need for Ethics in Healthcare

- Ethics violations can devastate lives and organizations
- Key statistics: 51% of hospitalists and 61% of nurses observed ethical issues in the past year
- 1 in 5 patients reported disrespect for their values from healthcare providers
- Emerging issues amplify ethical complexity Public trust in healthcare hinges on ethical behavior



DANIELS FUND
ETHICS INITIATIVE

PRINCIPLES

Integrity

Act with honesty in all situations

Trust

Build trust in all stakeholder relationships

Accountability

Accept responsibility for all decisions

Transparency

Maintain open and truthful communications

Fairness

Engage in fair competition and create equitable and just relationships

Respect

Honor the rights, freedoms, views, and property of others

Rule of Law

Comply with the spirit and intent of laws and regulations

Viability

Create long-term value for all relevant stakeholders

The Daniels Fund Ethics Initiative

- Overview of the Initiative
 - Strengthens principle-based ethics education
- Importance in Healthcare
 - Protecting patient rights, professional integrity, and public trust

Implementation Approach

HSCI 3520 Health Communication	HSCI 4670 Health Assessment
<ul style="list-style-type: none">• Sophomore/Junior level Focus: Effective communication strategies• Integration: Case studies on ethical dilemmas• Class discussions on DFEI principles• Final project: Ethical health communication campaign	<ul style="list-style-type: none">• Junior/Senior level Focus: Holistic health assessment• Integration: Students create and analyze ethical dilemmas• NASBA Ethical Leadership Certification modules• Application of principles in complex scenarios

Ethical Pulse Check



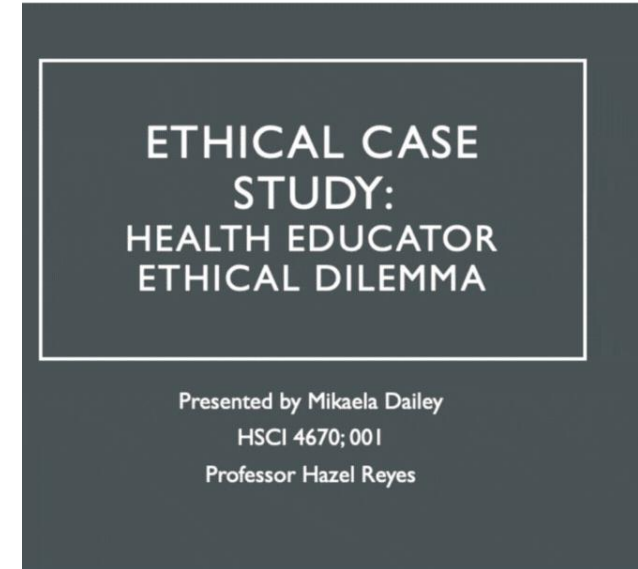
Ethical Crossroads

Case Study Creation in HSCI 4670

Process:

1. Identify potential ethical dilemma in future career
2. Apply ethical decision-making tools
3. Research relevant literature and guidelines
4. Propose solutions and next steps
5. Lead class discussion

Benefits: Enhances critical thinking and prepares for real-world scenarios



Evaluation and Outcomes

Metrics (Pre-course vs. Post-course), n=255:

Importance of Ethics:

Pre: 72.2% | Post: 94.9%

Increase: 31.5% (22.7 percentage points)

Confidence in Ethical Decision-Making Skills:

Pre: 45.1% | Post: 87.8%

Increase: 94.8% (42.7 percentage points)

Confidence in Mediation Skills:

Pre: 34.9% | Post: 82.0%

Increase: 134.8% (47.1 percentage points)

Ability to Apply Ethical Principles:

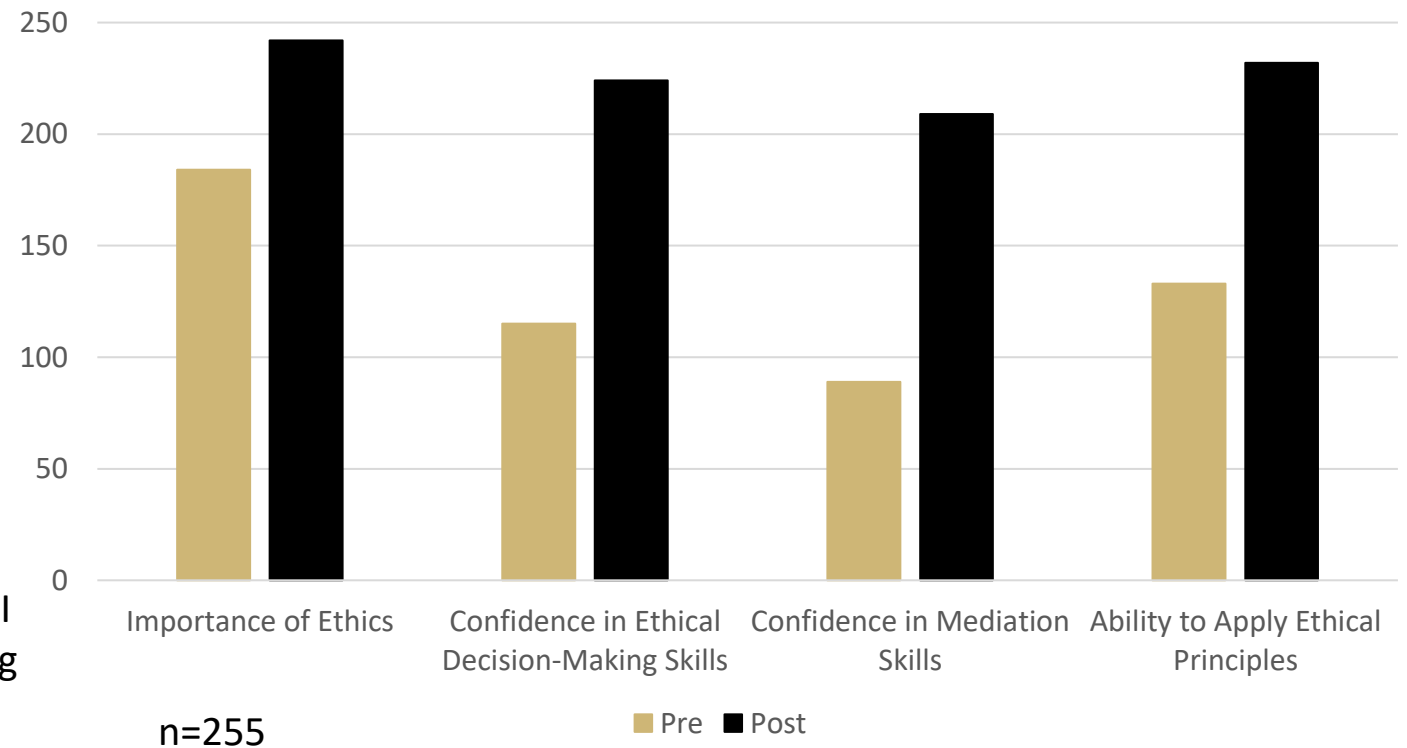
Pre: 52.2% | Post: 91.0%

Increase: 74.4% (38.8 percentage points)

Student Voice:

"I was always hesitant to call things out... but now I understand more of the importance towards saying or doing the right thing regardless of the consequences."

Student Pre & Post Evaluations



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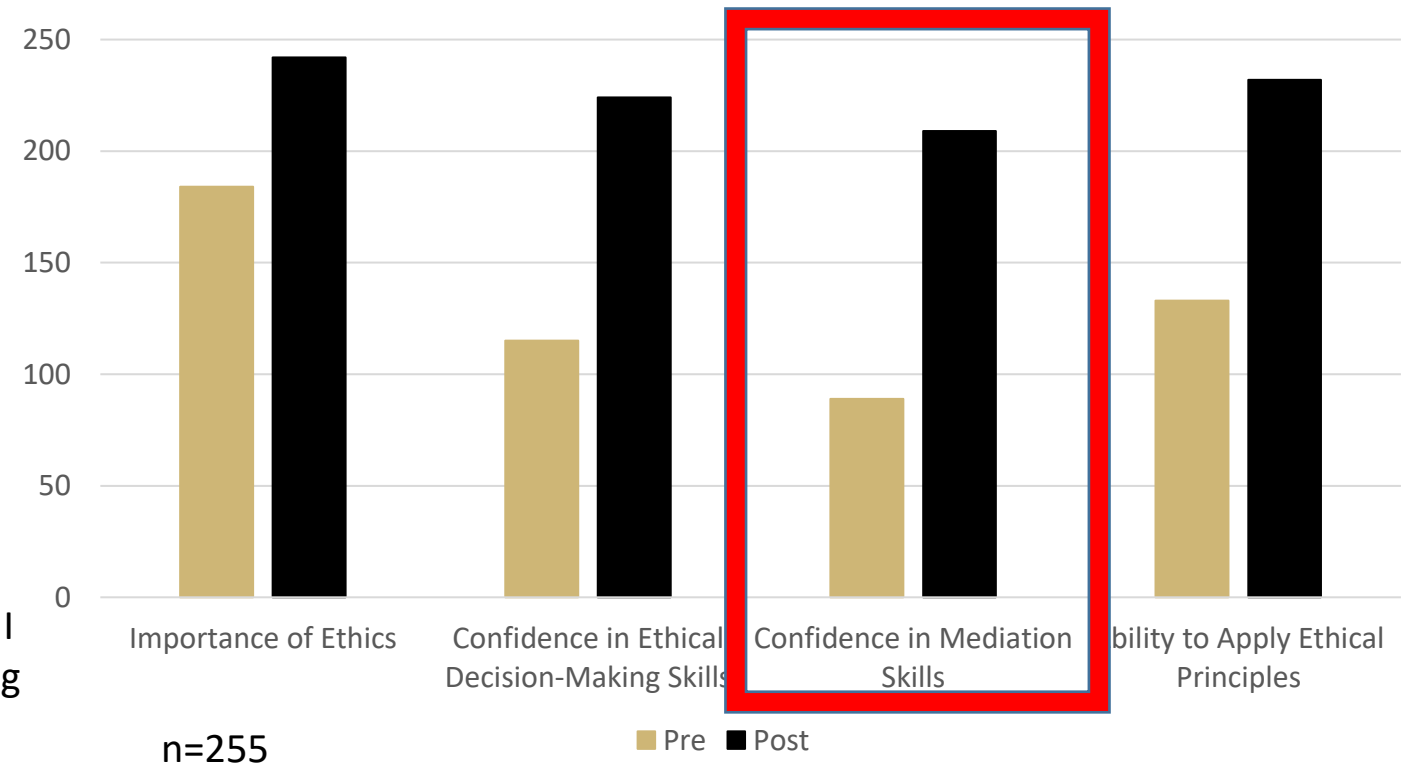
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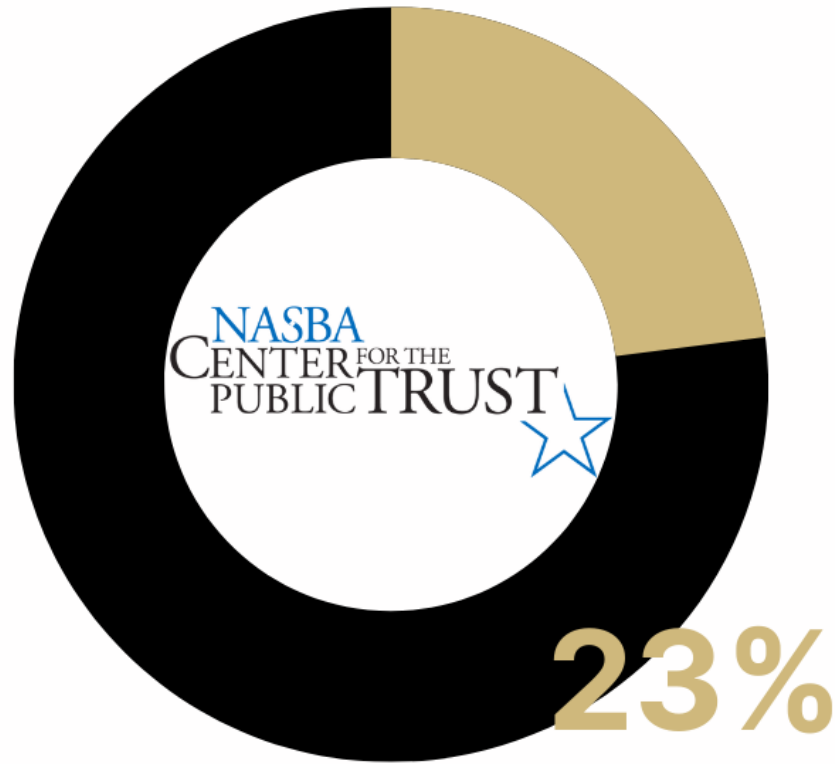
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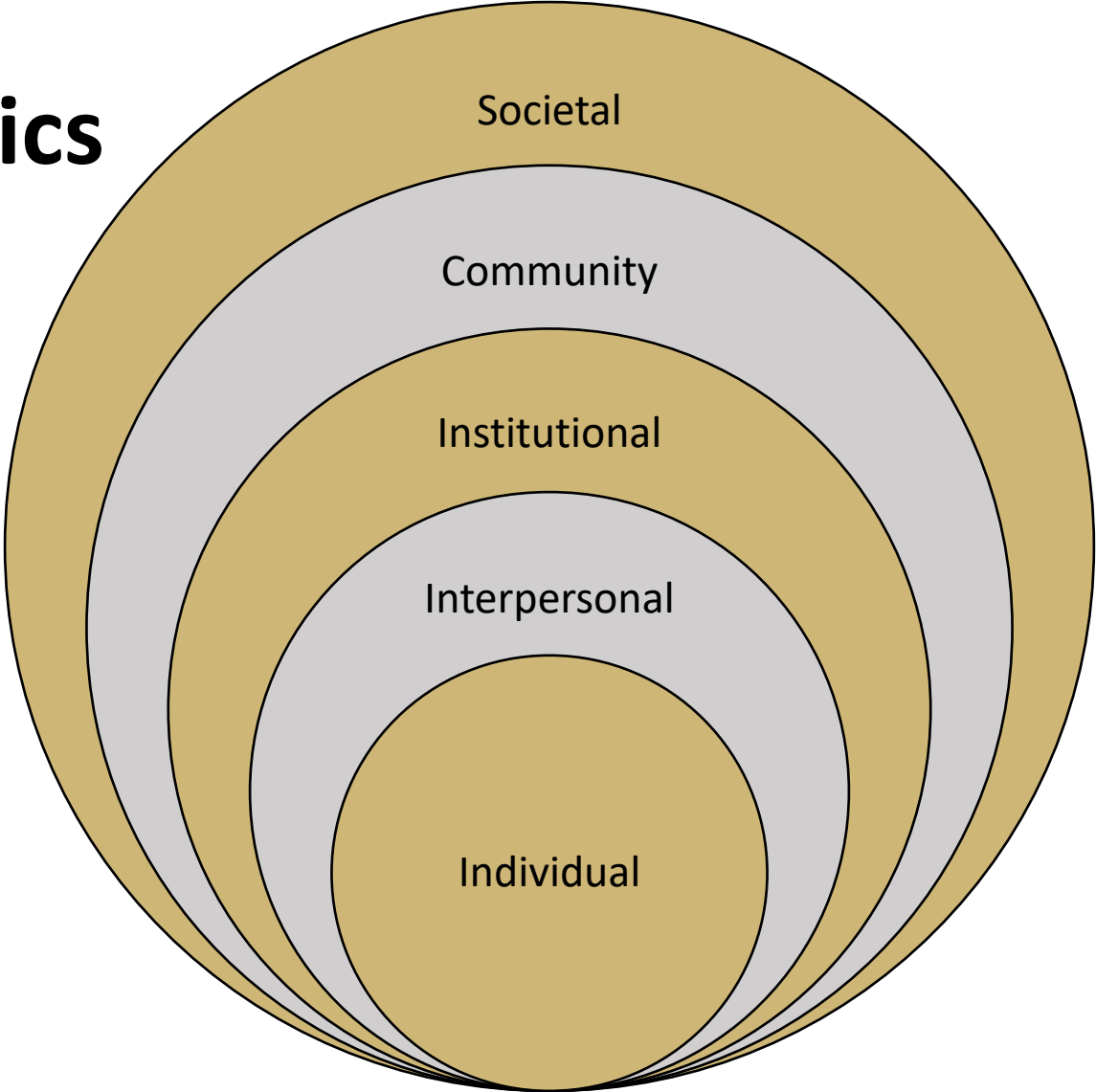




Ethical Leadership Certification Completion

Students who went above and beyond to become certified ethical leaders

The Ripple Effect of Ethics Education



Key Takeaways

- Ethics education is crucial for future healthcare professionals
- Integration throughout curriculum leads to measurable improvements
- The Daniels Fund principles provide a comprehensive ethical framework
- Interactive and applied learning enhances ethical decision-making skills
- Ethics education has far-reaching impacts beyond the individual

Future Directions

- Expand integration across all health science courses
- Develop interprofessional ethics modules
- Create partnerships with healthcare organizations for real-world application
- Conduct longitudinal studies on long-term impact of ethics education

Q&A

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- Blendon, R. J., et al. (2014). The New England Journal of Medicine, 371(17), 1570-1572.