PROFESSIONAL BOUNDARIES AND SOCIAL NETWORKING

Fall 2010 Tri-City Collaboration in Health Care Ethics: Exploring the challenges on a new frontier.

Please join us:

September 16th & 17th 2010 in a first time Tri-City ethics in health care collaboration as we explore the issue of Professional Boundaries and the newest technologies for Social Networking. Our distinguished key note speaker, William A. Nelson, MDiv, PhD, subject matter expert and consultant in the field of ethics in health care will be sharing his insight on the current ethical issues and challenges with progressive online social media industry. Amid advancing technologies comes the need to clarify and promote ethical practices and guidelines to support both patients’ rights, employees’ privileges and maintain an ethical organizational culture.

This forum will:

- Explore the expanding territory of online media networks and the ethical challenges it presents within the healthcare community
- Reinforce your understanding of the new vulnerabilities and the cross-cutting implications of maintaining professional boundaries
- Identify susceptibility of interface within traditional rural communities to social networking
- Present practical strategies, tools, and policy that support ethics quality in healthcare
- Provide a platform to share best practices within a multidisciplinary group of professionals to exchange ideas and engage in value-based discussion that supports principles in ethics
- Provide a networking opportunity to identify and collaborate on issues in health care ethics our community may face in the coming years
- Offer Continuing Medical Educational credits

Who Should Attend

Professionals in the health care business, including:

- Ethics Educators
- Health Care Providers
- Ministry, Advocate and Consultation Providers
- Information Resource Officials
- Health Care Executives

interested in integrating ethics into the culture, care and business practices of their profession.

Leaders concerned with current ethics issues of today and preparing for future challenging encounters.

Benefits of Attending

- Explore the expanding territory of online media networks and the ethical challenges it presents within the healthcare community
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William A. Nelson, MDiv, PhD

He is the 1984 recipient of the United States Congressional Excalibur Award for Public Service for his efforts concerning the ethical care of the terminally ill. From 1986-1989, he was a W.K. Kellogg National Leadership Fellow studying United States and international health care policy. In 2004 he received the Department of Veterans Affairs Under Secretary for Health’s highest honor, the “Exemplary Service Award.” Also in 2004, the Department of Veterans Affairs established the annual competitive William A. Nelson Award for Excellence in Health Care Ethics for “significant and sustained contributions to the Department through health care ethics…” In 2006 Dr. Nelson was awarded an Honorary Doctorate of Humane Letters from Elmhurst College for his work in promoting ethical health care practices. And from 2008-9, He was a National Rural Health Association Leadership Fellow.

The author of over 65 articles and book chapters, he has delivered hundreds of invited lectures, papers, seminars, and workshops on organizational, rural health care, clinical and organizational ethics topics in the US and internationally. Dr. Nelson is the Principal Investigator of several Federal (NIH) and state funded research studies fostering an evidence-based approach to ethics and the linkage between ethics and quality care. In 2001 he co-edited Managing Ethically: An Executive’s Guide which will be offered as a 2nd edition in 2009. He is the PI and editor of the NIH NLM funded 2009 e-book; Handbook for Rural Health Care Ethics: a Practical Guide for Professionals. He is a regular contributor to Healthcare Executive’s “Healthcare Management Ethics Column.” He also is an ethics consultant to the American College of Healthcare...
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**SEP 16th, 6:00 - 9:00 PM**

**Recognizing and Addressing Ethical Challenges in today’s Health Care Environment**

- 5:30 - 6:00 Poster Set up
- 5:30 - 6:30 Registration
- 6:00 - 7:00 Poster Session *(click [here](#) to find out more about bringing a poster)*
- 7:00 - 8:20 Plenary Session;
  - William A. Nelson, MDiv, PhD
- 8:20 - 9:00 Open Group Discussion led by Key Note Speaker

**SEP 17th, 07:50- 10:00 AM**

**The Organizational Impact of Ethics Conflicts Time to Head Upstream**

- 7:50 - 8:00 Registration
- 8:00 - 9:00 Grand Rounds; with William A. Nelson, MDiv, PhD
- 9:00 - 9:15 Short break *

**Ethical Challenges That Just Don’t Go Away**


- 9:15 - 10:00 - Panel Discussion; led by William A. Nelson, MDiv, PhD

**Guest Panelist:**

- Drew Hinderer, PhD, Professor of Philosophy, SVSU
- Michael D. Parmer, D.O., MVNH Bay, Chief, Med Dir, Ethics Chair

Other special guests TBA

* Refreshments available

Audio recording permitted upon request.

Copy of materials presented will be made available to all participants.

Attendance through Teleconference during Grand Rounds and Panel Discussion available upon request at Pre-registration (only). One site per participating facility.
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**ALL Events Location**

Saginaw Valley State University  
7400 Bay Road | University Center, MI 48710-0001  
[MapQuest Directions](opens in new window)  
**Phone:** 989-964-4000, toll free 800-968-9500

The Tri-City Ethics Conference will be held at SVSU in the Allen Ott Auditorium in the Regional Education Center.

Free parking in lot G3 is available directly across from the Auditorium.

**What to bring:**
- Interested colleagues!
- Facility Ethics Poster
- Ideas, policy, tools, and a willingness to share.

**Refreshments will be available during the Poster session (Thu PM) and Grand Rounds (Fri AM).**

**SVSU Main Campus Directions:**

*From I-69 / I-75 north:*
- Take I-69 to I-75 north
- Follow I-75 north to I-675 south (Exit 155)
- Take I-675 south to Tittabawassee Road (Exit 6)
  - Turn right (west) off exit onto Tittabawassee Road [local map]
  - Follow for 0.8 mile, turn right at Bay Road (MI-84 north) for 2.4 miles, turn right into SVSU entrance onto College Drive

*From I-75 South:*
- Follow I-75 south to I-675 south (Exit 155)
- Take I-675 south to Tittabawassee Road (Exit 6)
  - Turn right (west) off exit onto Tittabawassee Road [local map]
  - Follow for 0.8 mile, turn right at Bay Road (MI-84 north) for 2.4 miles, turn right into the SVSU entrance onto College Drive
**Fall 2010 Tri-City Collaboration in Health Care Ethics: Exploring the challenges on a new frontier.**

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**Calendar of Events**

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**Open Pre-Registration Begins - Aug 11, 2010**

Mark your calendar and register now as available seating is limited!

- Registration cut-off date - September 11th
- Poster Session Set Up - Sep 16th, 5:30 - 6:00 PM
- On Site Registration - Sep 16th, 5:30 - 6:30 PM
- Poster Session - Sep 16th, 6:00 - 7:00 PM
- Plenary Session - Sep 16th, 7:00 - 9:00 PM
- Grand Rounds - Sep 17th, 8:00 - 9:00 AM
- SME Panel Discussion - Sep 17th, 9:15 - 10:00 AM

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**Please Note:** VISN 11 VA Healthcare system (OH-252-090112) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. The presenters and the planners of this activity have declared that there is/are no conflicts of interest to disclose. No commercial support/sponsorship was received for this event.
The IntegratedEthics Program is a national VA systems-focused model implemented in 2006 to promote improving ethics quality in health care by incorporating ethics into everything we do. The interplay of factors on three levels: decisions and actions, systems and processes, and environment and culture make up the proponents that define IntegratedEthics. The structure and processes of this program take a proactive approach to ensure integration across the organization by empowering VA facilities and staff to “do the right thing” because it’s the right thing to do. For more information, please visit (VA National Center for Ethics): http://vaww.ethics.va.gov/

About the Aleda E. Lutz VA Medical Center

- The only VAMC serving Veterans from mid-Michigan to the bridge; approximately 38,000 beneficiaries.
- A primary teaching facility for a VA Nursing Academy.
- Affiliated with Synergy Medical for Physician training.
- Joint Commission Accredited for Hospital Care, Long-Term Care, Home Care, and Behavioral Health in Mental Health Intensive Case Management.
- Operate from an entirely paperless medical record, utilizing the Computerized Patient Record System (CPRS) since 1998. (earning the Harvard University’s prestigious “Innovations in American Government” award)
- Received National Patient Safety Bronze Award for Root Cause Analysis Processing.
- Planetree affiliation enhancing patient-centered care/culture throughout the medical center.
- Tele-health and tele-medicine technologies utilized in rural and outreach initiatives.
- Serving Veterans in rural areas through Community Based Outpatient Clinics located in Alpena, Clare, Gaylord, Oscoda and Traverse City, Michigan. Implementing additional Community Based Outpatient Clinics in Bad Axe, Cadillac, Cheboygan, and Grayling, projected to open in 2010 - 2011.
- Offer Veterans VA-managed Home Based Primary Care, enabling the Veteran to remain in his/her home.
Thank You for supporting this collaboration in Health Care Ethics!

“Our Patients are the focus of everything we do”
4005 Orchard Drive
Midland, MI 48670
(989) 837-3000

http://www.midmichigan.org

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http://www.covenanthealthcare.com

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(989) 907-8000

http://www.stmarysofmichigan.org

“Better Doctors. Better Care.”
1900 Columbus Avenue
Bay City, MI 48708
(989) 894-3000

www.bayregional.org

7400 Bay Road
University Center, MI 48710
(989) 964-4348

www.svsu.edu/events

“To excel today in primary and long term healthcare for Veterans. To invest in tomorrow through employee development and education.”
1500 Weiss Street
Saginaw, MI 48602
(989) 497-2500

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