Towards Developing a Consensus on Professional Commitments for a New Collaborative Initiative

by

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On the Process of Creating an Organizational Ethics: Three Initial Questions

The First Question: Whom Do We Serve First of All? Who Gets Priority in What We Do Together?

The Second Question: Who Is the “We”? What Kind of Collaboration Will Best Enable Us To Serve Them?

The Third Question: What Good Will We Do For Them? What Will We Aim At Doing for Them As Our Most Important Goal?
Whom Do We Serve First of All?

- Patients?
- Ourselves, Either Individually or Collectively?
Patients:

- Patients with unmet health care needs? (E.g. Those not presently served for lack of treatment modalities? Those underserved by the current system of resource distribution? Those fearful of pain, risk, etc.?)
- Patients generally, i.e. whoever can benefit from PBM treatment modalities?
- Patients who can pay for it personally or via insurance systems?
Or Ourselves:

• Individually (fiscal benefits; reputation; social power and social benefits as successful researcher or successful caregiver or successful business leader; etc.)?

• Collectively (the power of becoming the leading organization; pride in climbing out of the “Chasm” and creating “Acceptance; etc.”)?
What Good Will We Do? What Will We Aim At Doing for Them As Our Most Important Goal?

We will develop and carry out a strategy for bringing together the whole, currently splintered PBM community into a single collaborative voice to address the barriers inhibiting the acceptance of and wide use of PBM to benefit patients (i.e. guided by our answers to Questions One and Two)?

Something else? If so, what?
On Collaboration:

- A collection of people can choose to act as a group, or not.
- If a collection of people chooses to act as a group, they will answer the 3 questions – by their actions unavoidably, i.e. whether by careful, explicit thinking together, or not.
- And each individual must then choose to be a member of that group, which means to act as a member of that group, or not.
Conclusion: If You Collaborate At All:

The First Question: Whom Will You Serve First of All? Who Gets Priority in What You Do Together?

The Second Question: Will Your Group Be a Professional Group Working Together for Common Goals or a Group of Marketplace Competitors with Common Interests?

The Third Question: What Will You Aim At Doing As Your Most Important Goal For Those You Serve Together?