

# BIOETHICS in ACTION

## 2024 Impact Report



40 Successful Years  
All Thanks to You!

Dear Friends,

You've seen how ethical issues affect outcomes in health and healthcare for your loved ones and the doctors and nurses who care for them. For hospitals and health systems. For cities, states, and indeed our entire nation.

Who can forget the ethical issues that arose during the pandemic?

CPB stands at the crossroads of decision to respond to those issues. We put bioethics – the ethics of health and healthcare – in action from the bedside to the boardroom to the halls of policy making.

**Crucially, we don't take you for granted in our ability to do that.**

We are proud to share this report with real-life examples how your support saves, changes and improves lives.

Gratefully,

James Stowe, PhD  
President and CEO

Stephen Salanski, MD  
Board Chair

Your  
Support  
saves, changes and  
improves lives.



at the bedside



in health and  
healthcare policy



throughout our  
communities

## CLINICAL ETHICS SERVICES

CPB is a trusted provider of ethics education and consultation services.



The nonresponsive patient, on and off hospice, was hospitalized following a fall. Her doctors talked about a feeding tube. Her advance directive said to do nothing, but there was disagreement among her children. Ryan Pferdehirt, a CPB bioethicist, received a message from the attending physician:

**“We need you in this room.”**

When Ryan arrived, the patient’s children were waiting. Ryan listened. “Why do you want her to have a feeding tube?,” he asked.

One said, “I don’t want her to be hungry.” Ryan explained, “It’s not like that. We cannot be really sure, but from what we know her brain knows what’s going on and will not prioritize hunger.”

He suggested that it would be more beneficial to focus on comfort measures. **After 30 minutes of conversation, the family agreed to change code status to comfort only.** The patient died soon after, her children – now at peace with their decision – by her side.

With your support, we respond to hundreds of cases like this every year.

You may ask, why did the doctors need a clinical ethicist to resolve the issue? Why not just call the social worker or chaplain?

From an infant born prematurely or a grandmother whose cancer has spread to questions about organ donation or scarce resource allocation, a clinical ethicist has been specially trained to join the care team to resolve tense situations with neutrality and compassion.

## ETHICAL AI SERVICES

CPB is a trusted partner and resource for responsible development and implementation of AI in healthcare.



The instructor needed an image of the liver of a 75-year old male with stage 4 liver cancer for a class of several hundred medical students. She could purchase a stock or copyrighted image.

Instead, seeking to reduce cost without decreasing quality, she generated the image from a chatbot, such as ChatGPT or Microsoft Designer.

**Still, the instructor wasn’t sure that the image accurately depicted the liver of a 75-year old male with stage 4 liver cancer.**

Lacking a system to evaluate the risks of AI-generated tools, a large academic medical center committed to providing quality healthcare education reached out to CPB for guidance.

Partnering with CPB, the organization created policy for:

- Transparent communication when choosing to use AI-generated images,
- Understanding the risks of using an image that cannot be “vetted,” and
- Implementing a procedure to track (and possibly remove) an image if it poses a risk to the organization.

**Healthcare organizations turn to CPB as a trusted partner and resource for responsible development and implementation of AI in their organizations.**

The Center is here to help because you recognize the impact – both positive and negative – of AI on health and healthcare.

## ***ADVANCE CARE PLANNING***

**CPB is the trusted administrator of Let’s Talk about ACP™, which provides resources to facilitate ACP workshops to help people of color talk about their healthcare wishes and make more informed healthcare decisions.**



Having dealt with the devastating effects of inequitable care and service with family members and after facing her own near-death experience, Gloria Thomas Anderson recognized something needed to change.

**What needed to change, she says, was healthcare education to address the needs of communities of color in culturally relevant ways.**

Anderson developed the Let’s Talk about ACP™ program to help local leaders educate and empower their communities on issues of end-of-life care and advance care planning.

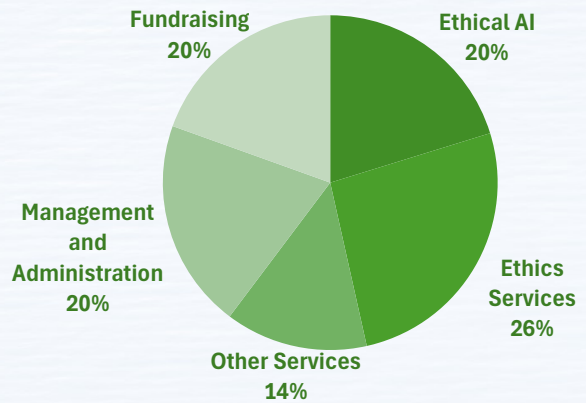
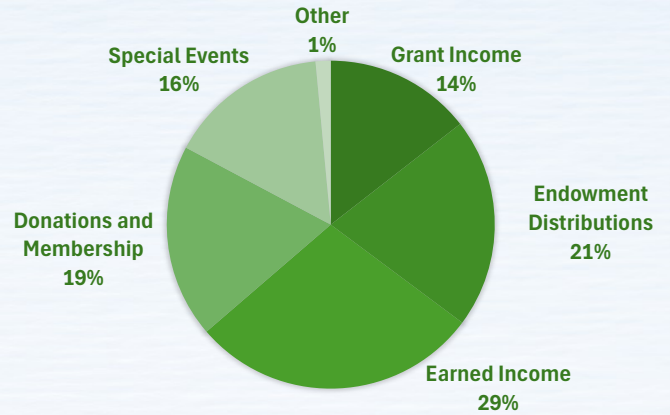
**Let’s Talk about ACP™ provides everything needed to facilitate ACP workshops to help people of color talk about their healthcare wishes with loved ones and make more informed healthcare decisions.**

Your support will enable CPB to develop partnerships to make workshops widely available, with the long-term goal to build a sustainable national ACP education initiative for African American communities.



	2023 Preliminary (Unaudited)
<b>Revenues</b>	
Grant Income	\$230,000
Endowment Distributions	\$329,226
Earned Income	\$452,625
Donations and Membership	\$303,500
Special Events	\$250,000
Other	\$23,600
<b>TOTAL</b>	<b>\$1,588,951</b>

<b>Expenses</b>	
Ethical AI	\$321,380
Ethics Services	\$417,379
Other Services	\$218,704
Management and Administration	\$321,410
Fundraising	\$310,078
Balance	\$0



## YES! I want to support Bioethics in Action!



Your donations are in responsible hands.

Only 0.1% of national charities earn this highest level of transparency — Platinum. CPB has shared clear and important information about our goals, strategies, achievements and progress indicators.



[www.PracticalBioethics.org](http://www.PracticalBioethics.org)

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The Center for Practical Bioethics (CPB), founded in 1984, is a Kansas City-based nonprofit nationally recognized for its work in practical bioethics.

### MISSION

The Center for Practical Bioethics raises and responds to ethical issues in health and healthcare.

### VISION

Advancing the health and dignity of all persons through ethical discourse and action.