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2024 IMPACT REPORT

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You've seen how ethical issues affect outcomes in health and healthcare for your loved ones, the doctors and nurses who care for them, as well as the hospitals and health systems in which they work.

In this impact report, you'll read stories about practical bioethics in action.

- How CPB Clinical Ethics Services responded to an attending physician's call for help in treating a nonresponsive patient.
- How CPB Ethical AI Services partnered with a healthcare organization to develop a policy for using AI-generated images.
- How CPB is facilitating culturally relevant Advance Care Planning workshops for people of color.

Your support is the reason we can be there to fill ethical voids in healthcare when and where they occur. Your support is why we confidently face the future and are proud to share this report.

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Monica, Click to the Watch Video Now

Mini-Video Case Studies

Scarce Resource Allocation and Non-Beneficial Treatment

Mrs. Bartorlini is a 54-year-old wife and mother of two who has been diagnosed with leukemia. She has gone through several rounds of palliative chemotherapy but not responded well. This includes the blood transfusions that she receives every other day. Each transfusion uses several units of blood. Her oncologist believes that any more chemotherapy would do more harm than good. Mrs. Bartorlini, however, sees these transfusions as very valuable.

The medical team understands that the transfusions help her to feel engaged with family and provide peace of mind. While the hospital is not currently experiencing a blood shortage, still the team is concerned about not being good stewards of resources. It breaks their heart, but they wonder if they should withhold the transfusions in order to prioritize other patients.

This situation raises several challenging ethics questions:

- Is there an ethical difference in the value of curative and non-curative interventions?
- Does this change if the hospital were in a shortage of blood?
- Should curative measures take priority over interventions done only to improve quality of life?
- What does quality of life mean?
- What is the medical team's obligation to improve a patient's quality of life?
- What does it mean to be a good steward of scarce resources?

*Enjoyed the video case study?
Copy and paste the video link to share with colleagues.*

<https://youtu.be/Mq23pyvncYA?si=138fi-YEBnEWugmi>

EXPLORE ALL OUR CASE STUDIES HERE





Ethics Dispatch

Drug Pricing, Financial Benefits and Ethical Care

The Mark Cuban Cost Plus Drug Company (MCCPDC), founded in January 2022, connects consumers directly with drug manufacturers, aiming to disrupt traditional pricing models dominated by pharmacy benefit managers (PBMs).

In this issue of the *Ethics Dispatch*, Cassie Shaffer Johnson, Ethics Services Program Coordinator, views MCCPDC's approach to making drugs affordable through the lens of bioethics principles. Ryan Pferdehirt, Vice President of Ethics Services, presents the case of Ms. Jacobson, a 54-year-old female suffering from multiple sclerosis who can't afford her medication, and he muses on the question, "Are financial benefits and ethical care mutually exclusive?"

READ THE DISPATCH



30th Annual Rosemary Flanigan Event

Will AI Health Apps Make Us Healthier?

Our guest speaker for the 30th Annual Rosemary Flanigan Lecture, [Anita Ho, PhD, MPH](#), had a busy day on September 30, starting with a breakfast meeting with members of the Center's Ethical AI Advisory Council, including John Dick, Mark Hoffman, [Lindsey Jarrett](#), Anita Ho and Luke Bobo. Next it was off to Kansas City University to be interviewed in front of medical students by Dr. Bobo, KCU Director

of Bioethics, on the question, “Are We Ready for Artificial Doctoring?”

That afternoon, members of the Center’s Ethics Committee Consortium attended Dr. Ho’s workshop titled “Supporting Patients, Families and Care Teams When Requested Interventions Are Non-Beneficial.”

For the Flanigan Lecture at St. Joseph Health Center with nearly 150 in attendance and virtual, Dr. Ho plumbed the risks and benefits of living in a world where we are watched by machines.

“How do we make sure that technology to continuously monitor our health will really make us safer and healthier and perhaps empower us rather than compromise our freedom and privacy?” she asked. Dr. Ho shared four concerns from an ethical perspective that she has about direct-to-consumer apps, of which there are more than 350,000 currently on the market:

- The loss of data privacy
- Medicalizing of everyday experiences
- Buyer beware instead of regulation
- Lack of ability to measure clinical outcomes

[VIEW PHOTOS](#)

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2024 Ethics Champions Honored

At the lecture, in addition to announcing his own impending retirement from the Center at the end of the year, [Dr. Tarris Rosell](#) explained that “ethics champion” is just what the title implies...someone who champions ethics in their spheres of influence and whom the Center acknowledges as extraordinary in their vocation as a practitioner of ethics.

In presenting the Ethics Champion in Clinical Ethics Award to [Dr. Maria Fox](#), Director of Advanced Practice Providers at The University of Kansas Health System, Dr. Rosell described Dr. Fox as having the “highest degree of competency and collegiality.” Similarly, Dr. Jarrett praised [Dr. Mark Hoffman](#), Chief Research Information Officer at Children’s Mercy and Children’s Mercy Research Institute, recipient of the Ethics Champion in AI Ethics Award, for being “one of those people who have shown up in this space and

“It really is more of a testament to the Center for always being available as an anchor to my ethical rough waters and to ethical questions and concerns.”

- Maria Fox

championed ethics, where often most are quiet. Mark always steps up to do the right thing.”

[READ MARIA'S STORY](#)

[READ MARK'S STORY](#)



It's not easy to know what time it is. [Meditations on Expendability](#)

Terry Rosell's 98-year old father died in July surrounded by his children. A few weeks later, the five siblings returned to the family farm where they had grown up, where their father had lived since 1953 and, where they soon discovered, he had gotten and kept a lot of stuff.

“Some of it was clearly trash for the 30 cubic yard roll-off dumpster we had rented,” writes Terry. “It would be full before we were done. Much else that our parents had treasured was nice or even valuable but was nothing that any of their children or grandchildren wished to keep. Those items could be placed on the farm auction that would be held when we were done cleaning up.

“In the process of sorting, we experienced the expendability of ‘stuff.’ With each new discovery—in the barn and the shed and the garage and the house—we practiced discernment. What time is it for this item? A time to keep or a time to cast away? It's not always easy to know what time it is.”

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