Bio of Presenter: William Nelson, MDiv, PhD is an Associate Professor at The Geisel School of Medicine and is an Adjunct Associate Professor at New York University School of Public Service. His scholarly activities focus on the linkage between ethics, quality and value. Previously, Dr. Nelson was Chief Ethics Education Coordinator at the VA’s National Center for Ethics in Health Care. He is the recipient of multiple awards including the US Congressional Excalibur Award for Public Service, an Honorary Doctorate from Elmhurst College. In 2004, the VA established the William Nelson Award for Excellence in Health Care Ethics. In addition, Dr. Nelson is author to numerous articles and book chapters, a Principal Investigator of research and is the ethics consultant to ACHE.

Bio of Presenter: John Donnellan, MPA, FACHE is an Adjunct Professor of Health Policy & Management at the NYU/Wagner Graduate School of Public Service and serves as the Co-Chairperson of the Scientific Review Committee of the NYU-NYC Health and Hospital Corporation Clinical Translational Science Institute. In 2009 Professor Donnellan retired after forty years in Federal Service. From 1991 until his retirement he served as Director/CEO of the VA Medical Center, New York and later the VA New York Harbor Healthcare System. He is the recipient of many awards including the President’s Distinguished Senior Executive Rank Award in recognition of his leadership in federal service. He is a Fellow of the American College of Healthcare Executives.
Description: An ethically grounded culture is essential for the success of any organization. Executives play a central role in moving their facility beyond mere compliance to regulations, to an ethical environment where quality and value are integrated into the life of the organization. Research indicates that the failure to attain an ethical culture contributes to wasted resources, higher costs, staff turnover and diminished patient quality. This session will offer specific practical strategies demonstrating how an organization's culture can be transformed through aligning ethical principles.

Learning Objectives:
• Recognize health care ethics as the foundation and framework for the delivery of health care.
• Describe the relationship between health care ethics, quality and value in the delivery of health care.
• Describe the importance and examples of executives demonstrating ethical leadership.
• Identify strategies for integrating ethics into the culture and practices of today’s health care organizations to improve quality and value.
• Identify the benefits of an ethics grounded organization versus a compliance oriented organization.

Faculty: Moderator and two to three panelists.

The moderator must be a senior level healthcare executive who has considerable experience leading ethical management initiatives within their organization. For example, the chair of an organization’s ethics committee would be a good fit for this role.

The panelists must also be healthcare professionals with experience resolving ethical challenges. In addition, the panelists should provide insight into the scope of leadership ethics and lessons learned that can be translated to other organizations. For example, a member of a healthcare organization’s ethics committee would be a knowledgeable and informative panelist.

Topics for Panelists to Discuss:
• How ethics creates the framework for an organization to both function on a daily basis and to respond when there is conflict
• Explain the correlation between ethical leadership and establishing a standard of ethics within the culture of an organization
• Examine how to most effectively structure and use an ethics committee
• Demonstrate the operational strategies that have the greatest impact on preventing ethical conflicts
• Using ethical practices to ensure the financial integrity of an organization
Additional Questions for Discussion:

1. What are the key features of an ethnically grounded organization?
2. How does your organization measure compliance with respect to its Code of Ethics?
3. How is your organization promoting employee engagement with your Code of Ethics?
4. What ways can your organization make the ideas surrounding standards of ethics more accessible to employees, patients and the community?
5. What methods of patient education regarding ethical standards have been found most effective at preventing potential ethical conflicts within your organization?

Material for Distribution:

Presentation PowerPoint

Additional Resources:


