



23<sup>RD</sup> INTERNATIONAL EXPERTS SYMPOSIUM  
**CRITICAL ISSUES** in aortic endografting 2019  
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Reminding Physicians of their duty when  
introducing new tech: the fudge factor,  
conflicts of interest & just culture

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## Disclosure

Speaker name: Ruth Steinholtz

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- I have the following potential conflicts of interest to report:
- Potential** Consulting – **no expectation**
- Employment in industry
- Shareholder in a healthcare company
- Owner of a healthcare company
- Other(s)
- I do not have any potential conflicts of interest

# All success is built on failure

- Failure is an inevitable consequence of complexity
- Even small errors (near misses) are opportunities to learn
- But they must be known and shared
- In a safety culture **too few** reports is a problem, not too many

# MISTAKE / WRONGDOING OCCURS

**OPEN, JUST CULTURE**



**BLAME CULTURE**



# The Fudge Factor: the extent to which one can cheat and still feel good about oneself

Source: Prof Dan Ariely  
*The (Honest) Truth about Dishonesty*

# Shining a light on a conflict doesn't actually help



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# Biases inherent in conflicts of interest cloud judgement





Trust in a sector is  
built (and destroyed)  
one step at a time...