

23rd International Experts Symposium CRITICAL ISSUES in aortic endografting 2019 LIVERPOOL UNITED KINGDOM MAY 23-24

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



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BLAME CULTURE

Mistake admitted

Root causes explored and discovered

Mitigation/remedial action taken and potential damage is limited

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Individual & organisational learning occurs

Improvements implemented

Example set; others observe

Problem/mistake less likely to reoccur

Mistake covered up

Problem deepens, additional unethical behaviour needed to hide it

No ability to mitigate or remediate

Exposure eventually occurs

Consequences severe:

- damage to reputation
- financial, personal
- possible civil and criminal actions

Lessons learned at far greater cost, or not at all



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







Biases inherent in conflicts of interest cloud judgement



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