

Medical Professionalism in Lebanon: Challenges and Aspirations

Kamal F Badr, MD

Associate Dean for Medical Education

American University of Beirut

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Physicians

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Physicians
 - War: Breakdown of norms

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Physicians
 - War: Breakdown of norms
 - Invasion of Money into Medicine – Global

Doctors in the 19th century: “accident insurance” begins

- Patients and doctors dealt with each other on a one-to-one basis.
- Payment structures were haphazard and individually decided.
- In the late 19th century, "**accident insurance**" began to be available, which operated much like modern *disability* insurance. This payment model continued until the start of the 20th century in some jurisdictions (like California), where all laws regulating health insurance actually referred to disability insurance.
- Accident insurance was first offered in the United States by the Franklin Health Assurance Company of Massachusetts (1850) which offered insurance against injuries arising from railroad and steamboat accidents.
- Sixty organizations were offering accident insurance in the U.S. by 1866, but the industry consolidated rapidly soon thereafter. While there were earlier experiments, the origins of sickness coverage in the U.S. effectively date from 1890.

19th Century: Enter Big Pharma !

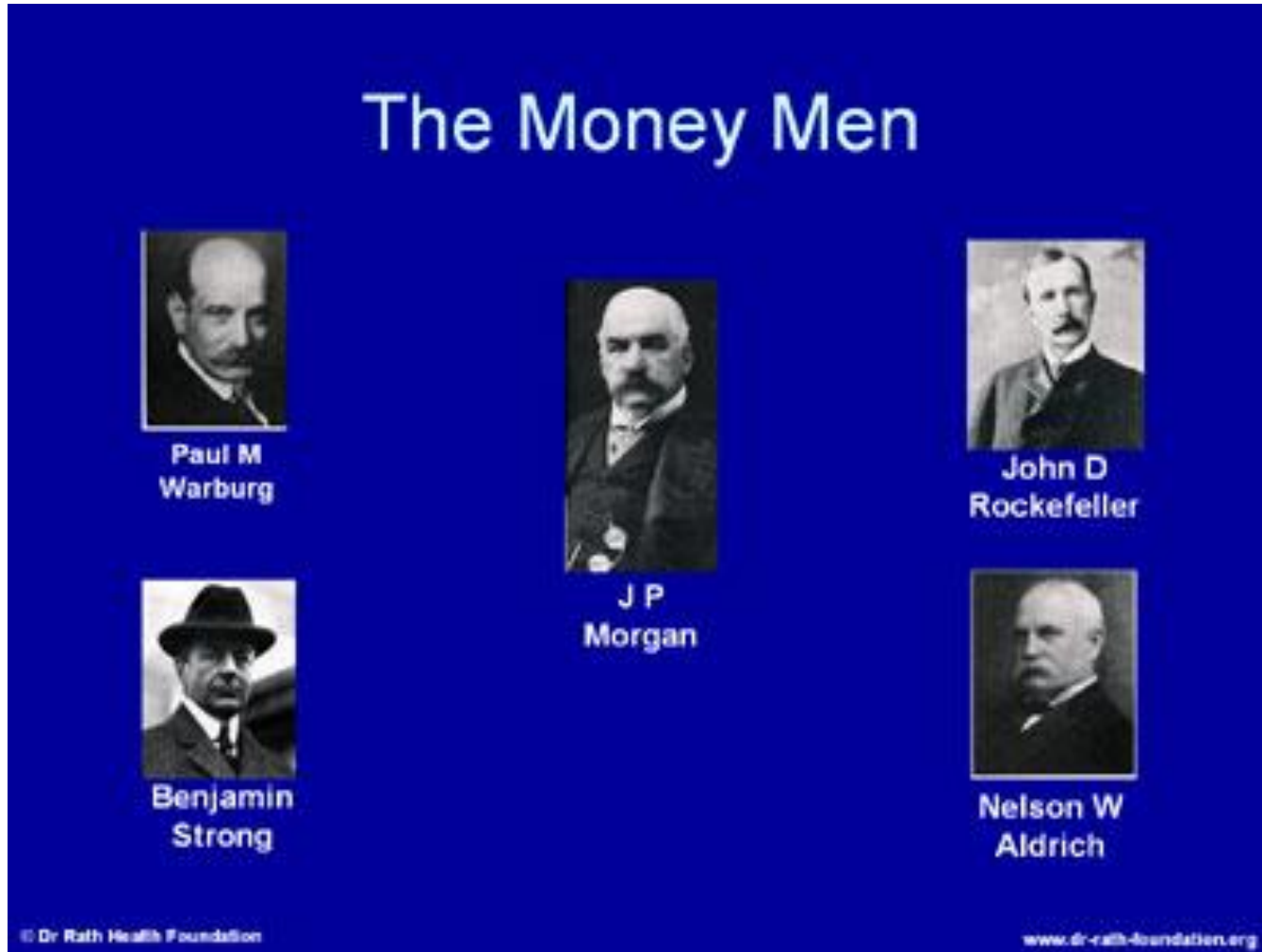
- **Merck** in Germany Originating as a pharmacy founded in Darmstadt in 1668. In **1827** Heinrich Emanuel Merck began the transition towards an industrial and scientific concern, by manufacturing and selling alkaloids.
- **GlaxoSmithKline's** origins can be traced back as far as 1715, but it was only in the middle of the 19th century that Beecham became involved in the industrial production of medicine, producing patented medicine from **1842**, and the world's first factory for producing only medicines in **1859²**.

19th Century: Enter Big Pharma II

- in the USA, **Pfizer** was founded in **1849**, by two German immigrants, initially as a fine chemicals business. They expanded rapidly during the American civil war as demand for painkillers and antiseptics rocketed.
- Whilst Pfizer was providing the medicines needed for the Union war effort, a young cavalry commander named Colonel **Eli Lilly** was serving in their army. A trained pharmaceutical chemist, Lilly set up a pharmaceutical business in **1876**.
- Another military man in the drugs business was Edward Robinson **Squibb**. He set up a laboratory in **1858**, like Pfizer supplying Union armies in the civil war, and laying the basis for BMS.

The 20th Century: GREED meets Medicine

The Money Men



Paul M Warburg

John D Rockefeller

J P Morgan

Benjamin Strong

Nelson W Aldrich

© Dr Rath Health Foundation www.dr-rath-foundation.org

In the early part of the 20th century, a number of powerful and wealthy individuals who owned or managed a significant proportion of the corporate wealth of the United States, wealth that had been earned during the industrial revolution of the latter part of the 19th century, recognized that the ‘industrialization’ of health care would offer them further opportunities to control even more wealth and power.

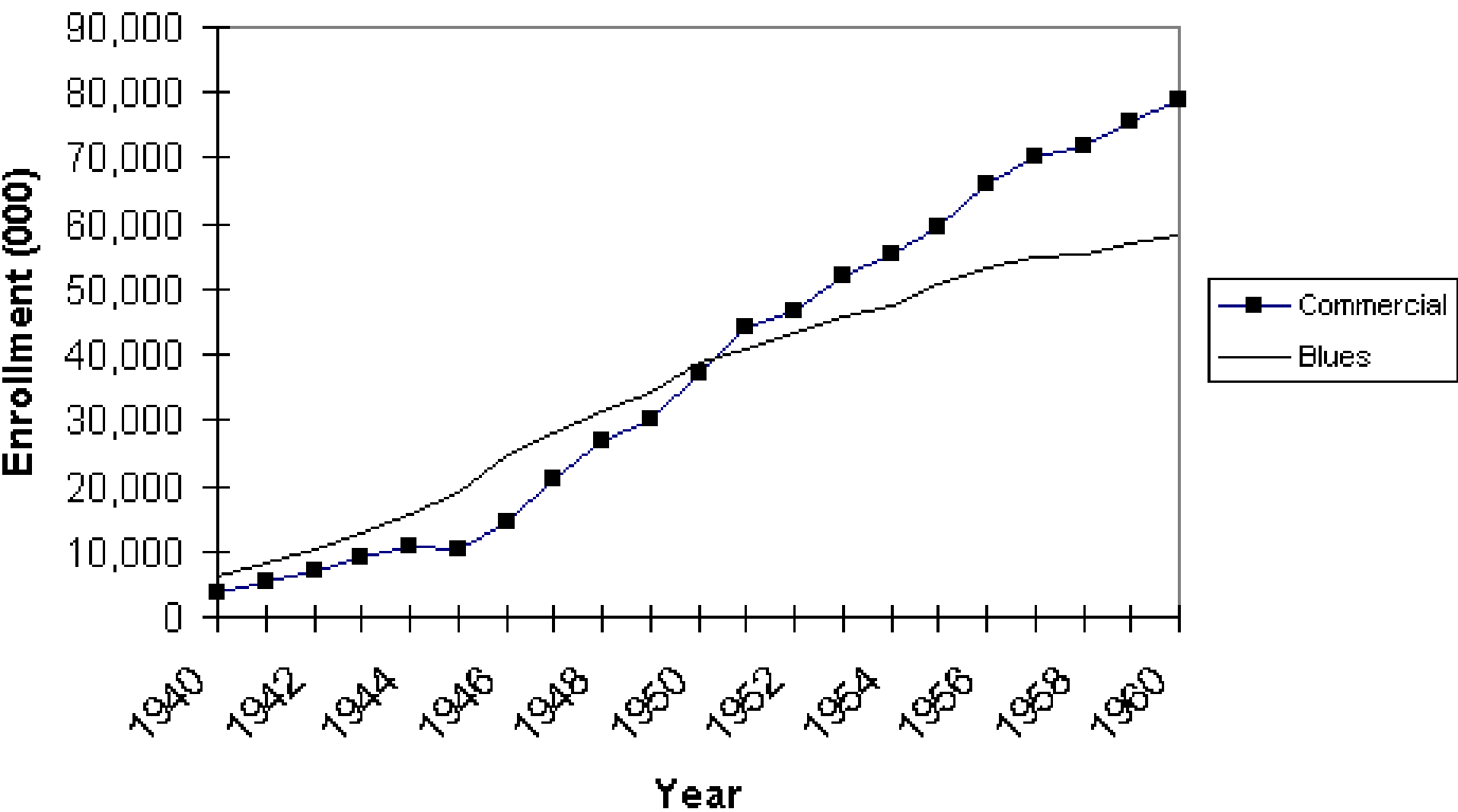
The World's 50 Largest Companies By Market Value

Rank	Name	Value M	Rank	Name	Value M
1	General Electric Company	\$278,343	26	Royal Dutch Petroleum	\$84,335
2	Microsoft Corporation	\$274,526	27	Nokia Oyj	\$84,745
3	Pfizer Inc.	\$265,333	28	ITI	\$84,463
4	Exxon Mobil Corporation	\$238,784	29	SBC Communications Incorporated	\$82,894
5	Wal-Mart Stores Inc	\$232,091	30	Wells Fargo & Company	\$81,059
6	Citigroup Inc	\$201,548	31	Viacom Incorporated	\$80,457
7	Johnson & Johnson	\$188,373	32	Amgen Incorporated	\$80,350
8	International Business Machines	\$153,775	33	Dell Computer Corporation	\$80,100
9	American International Group, Inc.	\$151,154	34	Nestle S.A.	\$79,304
10	BP PLC	\$149,664	35	Toyota Motor Corporation	\$76,496
11	Vodafone Group plc	\$138,414	36	Royal Bank of Scotland Group	\$76,147
12	Merck & Co, Inc.	\$133,306	37	AstraZeneca PLC	\$74,951
13	Intel Corporation	\$127,413	38	PepsiCo Inc.	\$74,384
14	GlaxoSmithKline plc	\$124,736	38	Farmax	\$72,317
15	HSBC Holdings plc	\$124,445	40	ChevronTexaco Corporation	\$71,899
16	HSBC Holdings PLC (HK)	\$123,548	41	Eli Lilly and Company	\$71,377
17	Glisco Systems Incorporated	\$118,270	42	Comcast Corporation	\$70,303
18	Procter & Gamble Co (The)	\$116,938	43	United Parcel Service, Inc.	\$69,624
19	Berkshire Hathaway Incorporated	\$112,890	44	Altria Group, Inc.	\$67,714
20	Bank of America Corporation	\$111,095	45	Abbott Laboratories	\$67,200
21	NTT DoCoMo Incorporated	\$109,813	46	Home Depot Inc	\$66,956
22	Coca-Cola Company (The)	\$108,260	47	Oracle Corporation	\$65,852
23	Novartis AG	\$100,605	48	AOL Time Warner, Inc.	\$64,039
24	Verizon Communications	\$ 99,422	49	Shell Transport and Trading	\$63,528
25	Total SA	\$ 98,396	50	J.P. Morgan Chase & Co	\$63,433

Twentieth Century: Greed Meets Medicine: Enter The Insurance Industry

- The first employer-sponsored group disability policy was issued in 1911.
- During the middle to late 20th century, traditional disability insurance evolved into modern health insurance programs. Today, most comprehensive private health insurance programs cover the cost of routine, preventive, and emergency health care procedures, and most prescription drugs, but this is not always the case.
- Hospital and medical expense policies were introduced during the first half of the 20th century. During the 1920s, individual hospitals began offering services to individuals on a pre-paid basis
- Blue Cross organizations The predecessors of today's Health Maintenance Organizations (HMOs) originated beginning in 1929, through the 1930s and on during World War II.

Mid-20th Century: The Insurers Take the Patients









BIG
PHARMA
\$\$



INSURANCE
\$\$



© Ron Leishman * www.ClipartOf.com/1048102

© Ron Leishman * www.ClipartOf.com/104

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Physicians
 - War: Breakdown of norms
 - Invasion of Money into Medicine – Global
 - Drivers: “Managed” Care/Insurance “Industry”/Big Pharma
 - Doctors can be millionaires!
 - Attraction of ‘wrong’ models into the profession

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Students

Generation Y: Professionalism?

JOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008

GÉNÉRATION



Proyer
2008

Generation Y, Echo Boomers or Millenniums

- Born: 1977-1994; Coming of Age: 1998-2006;
Current Population: 71 million**
- The largest cohort since the Baby Boomers**
- Gen Y kids are known as incredibly sophisticated,
technology wise, immune to most traditional
marketing and sales pitches...as they not only grew up
with it all, they've seen it all and been exposed to it all
since early childhood.**

Medical Professionalism in Lebanon: Challenges and Aspirations

- Challenges to Students
 - Attitude and norms: war and globalization
 - Generational gaps in communication
 - Bad role models among senior physicians

The Challenges to the Profession

- How to protect the doctor-patient relationship from the intrusion of profit-seeking companies (pharmaceuticals and insurance).

The Challenges to the Profession

- How to protect the doctor-patient relationship from the intrusion of profit-seeking companies (pharmaceuticals and insurance).
- How to rid the profession of those who enter it with the primary goal of making money.

The Challenges to the Profession

- How to protect the doctor-patient relationship from the intrusion of profit-seeking companies (pharmaceuticals and insurance).
- How to rid the profession of those who enter it with the primary goal of making money.
- How to help young physicians understand and assimilate money into their profession without becoming its servants.

The Challenges to the Profession

- How to protect the doctor-patient relationship from the intrusion of profit-seeking companies (pharmaceuticals and insurance).
- How to rid the profession of those who enter it with the primary goal of making money.
- How to help young physicians understand and assimilate money into their profession without becoming its servants.
- How to create a new generation of physicians, committed to their roles not only as superb clinicians and innovative researchers, but also as merciful healers.

i DON'T CARE
TOO MUCH
FOR MONEY,
MONEY CAN'T
BUY ME
LOVE

THE BEATLES
CAN'T BUY ME LOVE
YOU CAN'T DO THAT

