

**Towards Developing a**  
**Consensus on Professional**  
**Commitments for a New**  
**Collaborative Initiative**

by

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# On the Process of Creating an Organizational Ethics: Three Initial Questions

The First Question: Whom Do We Serve First of All ? Who Gets Priority in What We Do Together ?

The Second Question: Who Is the “We” ? What Kind of Collaboration Will Best Enable Us To Serve Them ?

The Third Question: What Good Will We Do For Them ? What Will We Aim At Doing for Them As Our Most Important Goal ?

# Whom Do We Serve First of All ?

➤ Patients ?

➤ Ourselves, Either Individually  
or Collectively ?

# Patients:

- Patients with unmet health care needs ?  
(E.g. Those not presently served for lack of treatment modalities ? Those underserved by the current system of resource distribution ? Those fearful of pain, risk, etc. ?)
- Patients generally, i.e. whoever can benefit from PBM treatment modalities ?
- Patients who can pay for it personally or via insurance systems ?

# Or Ourselves:

- Individually (fiscal benefits; reputation; social power and social benefits as successful researcher or successful caregiver or successful business leader; etc.) ?
- Collectively (the power of becoming the leading organization; pride in climbing out of the “Chasm” and creating “Acceptance; etc.) ?

# What Good Will We Do? What Will We Aim At Doing for Them As Our Most Important Goal ?

- We will develop and carry out a strategy for bringing together the whole, currently splintered PBM community into a single collaborative voice to address the barriers inhibiting the acceptance of and wide use of PBM to benefit patients (i.e. guided by our answers to Questions One and Two) ?
- Something else ? If so, what ?

# On Collaboration:

- A collection of people can choose *to act as a group*, or not.
- If a collection of people chooses to act *as a group*, they will answer *the 3 questions* – by their *actions* unavoidably, i.e. whether by *careful, explicit* thinking together, or not.
- And *each individual* must then *choose* to be a member of that group, which means to act *as a member* of that group, or not.

# **Conclusion: If You Collaborate At All:**

**The First Question: Whom Will You Serve First of All ? Who Gets Priority in What You Do Together ?**

**The Second Question: Will Your Group Be a Professional Group Working Together for Common Goals or a Group of Marketplace Competitors with Common Interests ?**

**The Third Question: What Will You Aim At Doing As Your Most Important Goal For Those You Serve Together ?**