



# Justification, Ethics & the Public

## *Contexts Explored*



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# British Medical Journal (14 April 2012)

Medicalisation and overtreatment have long been a feature of artist Damien Hirst's work

- Obsession with medicines replaced God/Religion
- Pharma products (like religion) attractively packaged and potentially lethal
- Instruction/advice, from on high, on how to live



Damien Hirst

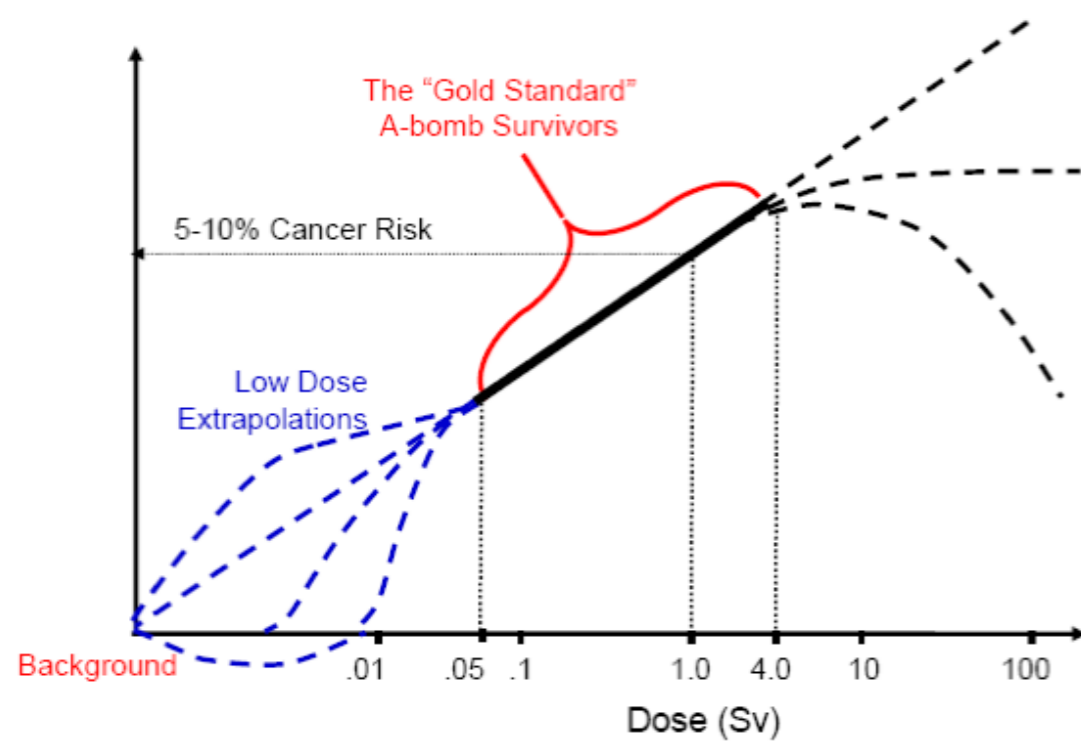
# Justification Overview

- Concept purposeful, high-minded and ? Lutheran?
- Consent implied and a significant Ethical Content
- Steeped in paternalism
- Low recognition in medicine
- Poor implementation (30-50% not justified) regulation and accountability.
- Justification & Overtreatment
- IAEA Initiatives
- **Three A's**



# Dose/Risk, Who cares?

**NOT the AAPM**  
**Not Cardiologists**



Myocardial Chest X-Rays	Perfusion % Cardiol
<b>0.5</b>	<b>9</b>
<b>1</b>	<b>13</b>
<b>3</b>	<b>49</b>
<b>500</b>	<b>29</b>

Examination	Approx. No. of Chest X-Rays
Chest X-ray	1
Head CT	~ 50
Abdomen CT	~ <b>500</b>
Chest CT	~ 250 - 500
Chest, Abdomen and Pelvis CT	~ 1000
Cardiac CT angiogram	~ <b>500 - 1500</b>
CT colonography	~ 300 - 800

# Medical Imaging: A Bubble -- ?



- Tulips
- Banking
- Property
- **Lived through an Imaging Bubble**



Alan Greenspan: “Irrational Exuberance” leading to “Unrelenting Fear”

Naom Chomsky: “Ignoring Externalities” and “Underpricing Risk”

## Justification of Medical Exposure in Diagnostic Imaging

*There is significant  
and systemic practice  
of inappropriate  
Examination in  
radiology.*

- Problem global and regional
- **The 3 A's**
  - Awareness
  - Appropriateness
  - Audit
- IAEA/EC approach based on contemporary ethical and medico legal position



**IMAGE GENTLY  
IMAGE WISELY**

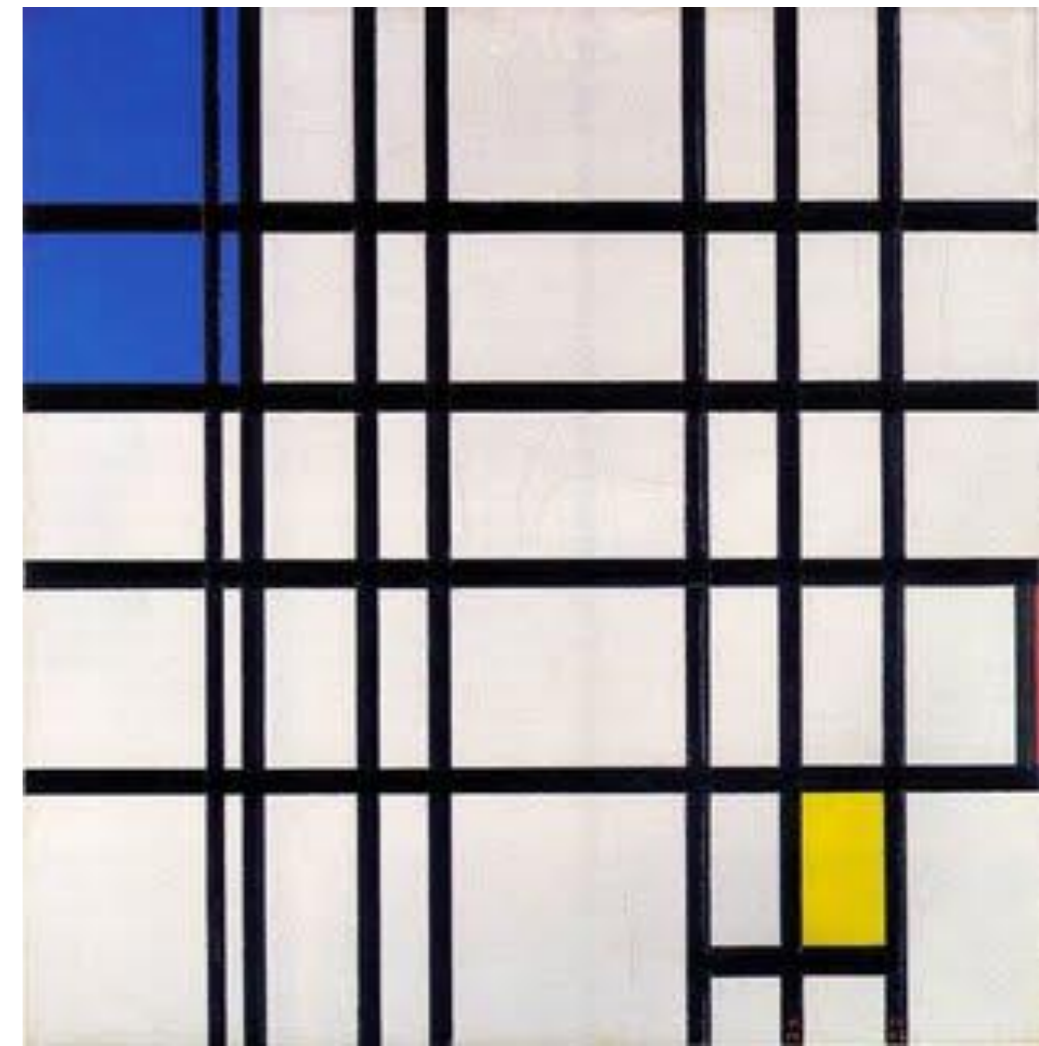


# Health Technology Assessment

- Evaluation of efficacy and safety of a  
Technology  
Approach  
Therapy  
using a transparent evidence base.
- Uses Economic models and in  
practice Ignores Ethics
- Last Temptation: Doing right thing for  
wrong reason

- **Dartmouth Institute:** Getting Past Denial — The High Cost of Health  
Care in the United States. Jason M. Sutherland, Ph.D., Elliott S. Fisher, M.D., M.P.H., and Jonathan S.  
Skinner, Ph.D. [NEJM](#) • September 9th, 2009

Surrogate  
for  
Justification



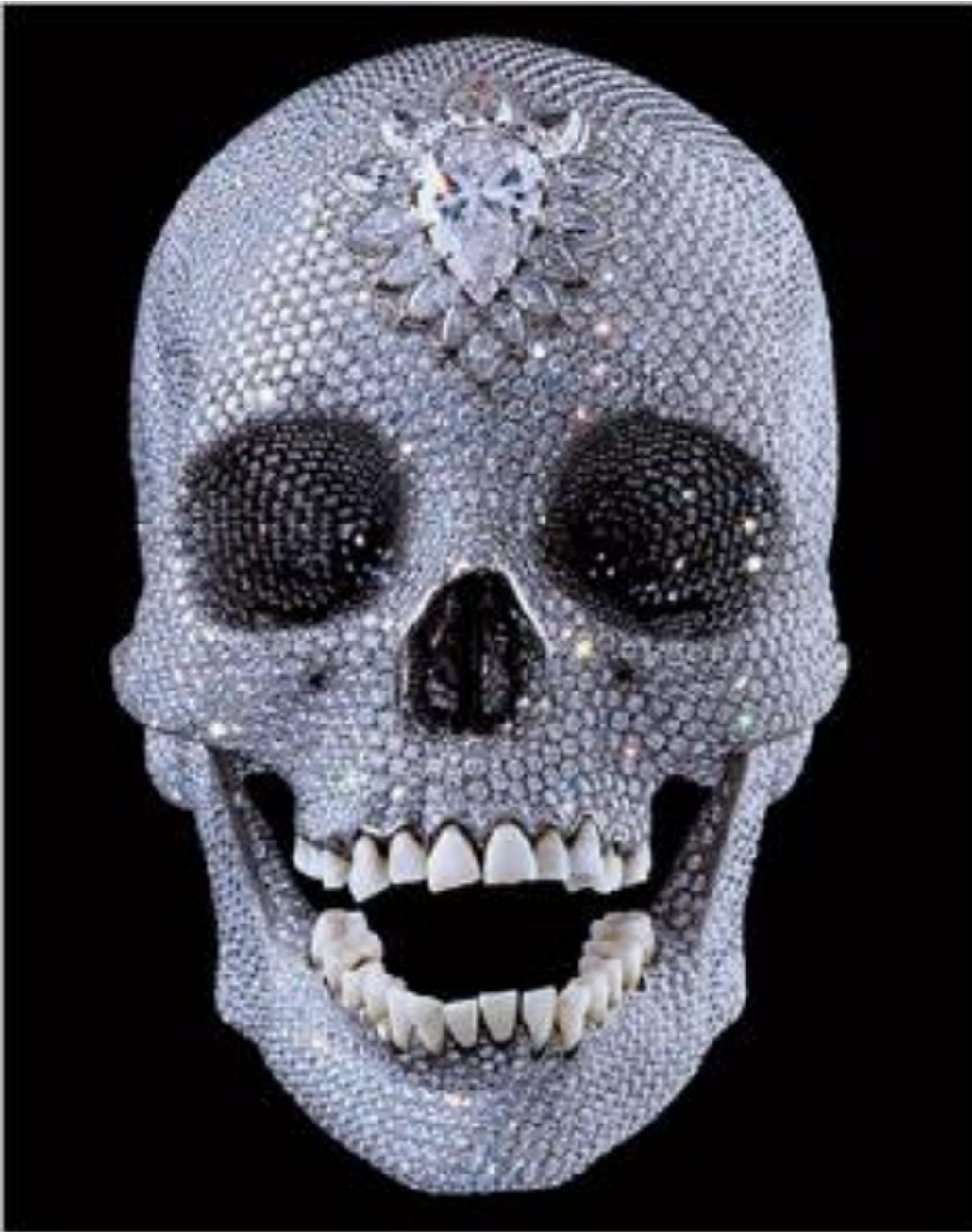
# Choose Wisely

- 9 Specialties
- 5 tests or interventions commonly used but not needed
- Health Economics and HTA evidence driven
- *LITTLE* or *NO* ref to ethics or Justification

Specialty	Imaging
Asthma Related	1/5
Family Med	2/5
Cardiology	4/5
Physicians	4/5
Radiology	5/5
Gastroenterology	2/5
Oncology	3/5
Nephrology	1/5
Nucl Cardiol	5/5
<b>Total</b>	<b>27/45 = 60%</b>



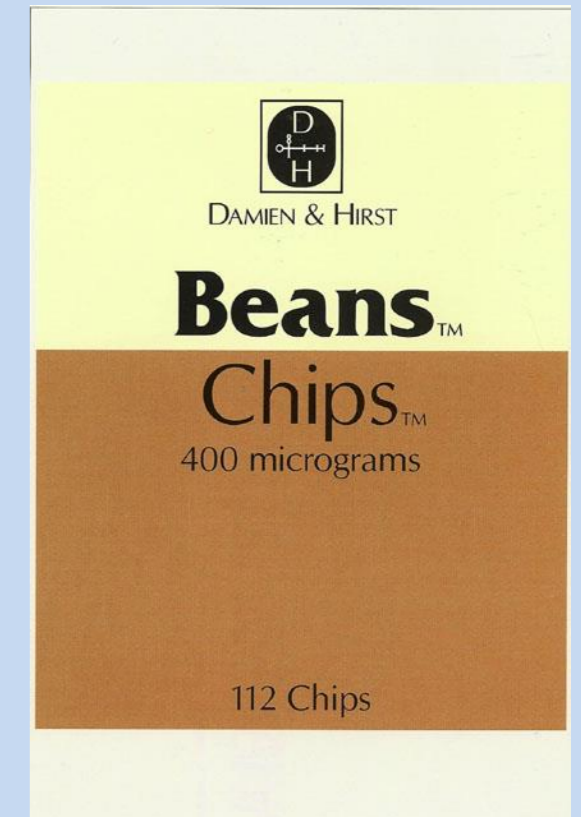
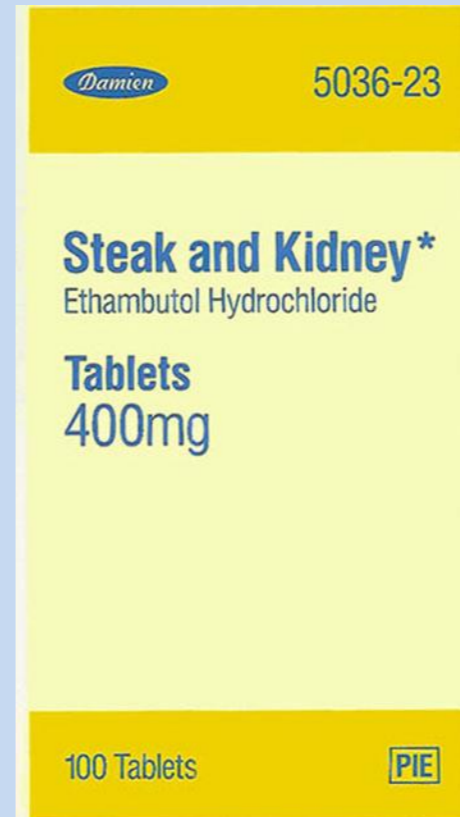
# Conclusions



Hirst: For The Love of God

- Poor Justification is part of a general culture of overtreatment in medicine
- Justification Publications: IAEA Publication, Proceedings series; British Journal of Radiology, May 2012.
- Current actions are almost entirely HTA based and lack ethical content
- Dissemination of IAEA campaign of **3 A's** better; in keeping with contemporary thought.

# God and Last Supper Series



# Justification Overview

- Justification & Overtreatment
- IAEA Initiatives
  - Consultation/Workshops
  - Ethical Approach
  - Dose, Risk, Awareness
- **3A's**
- HTA (Health Technology Assessment)
- Ethics and Overtreatment
- Openness, Transparency, Accountability,

