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## Finding Ethics in Unexpected Places

By Robert Marley, Ph.D., CPA  
Director, Center for Ethics

This is the eighth issue of The University of Tampa's Center for Ethics newsletter. In this issue, we find ethics in unexpected places – at the movie theater, in your doctor's office, embedded in the leadership of a manufacturing company. Perhaps this proves the adage "if you want to find something, stop looking for it"? Or perhaps ethics is like breathing – so essential, so habitual one hardly notices. Regardless of the analogy best describing ethics, read on for the unexpected.



## Ethics in the Medical Field

By Chad Toujague, President/CEO, Halo Health LLC  
Managing Partner, Halo Education



Chad Toujague

In almost every MBA program in the world there is a class on ethics. In my first semester working on my MBA I took an ethics class and, admittedly, there's a good chance I fell asleep. "Everyone should know these things already" and "do unto others as you would have them do unto you" felt like obvious summaries of each lesson. After operating a business in the medical field for the last five years, I can attest that, almost daily, the practice of ethics can be complex and physically draining, but ultimately vital in any field.

Its 0630, on a Monday morning. You're at the hospital and you haven't eaten. Today you are getting a minor surgery to have a fatty lump (commonly referred to as a lipoma) removed that's too deep below the skin to be done in a doctor's office. Pretty simple, right? You want the lipoma gone and your surgeon is willing to remove it. Not many ethical situations here,

right? The minute you enter the hospital you are engulfed in a world of ethics. Your name and identity are given to an intake nurse and you are immediately "in the system." This means that anyone that has access to this system knows all your sensitive information. They know if you have an illness, an STD, etc. Keeping this information confidential is the tip of the iceberg, ethically speaking. Once you get to the surgical portion of the visit, the pre-operative nurse will barrage you with questions. These questions may seem simple, but they will be asked many times by many different people. One of those questions are "Are you willing to accept donor blood in the operating room?" It's just a lipoma, right?" Why would I need blood? While there is a very small chance something could go wrong, there's still a chance. In the case of a Jehovah's Witness patient, the answer here is typically "No." It is not typically in-line with their religious beliefs to accept donor blood or other blood products that are not "autologous" (come from their own bodies). This is an exercise of their autonomy. In medical ethics, autonomy is how we refer to the patient's decision to control their

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## Ethics in the Medical Field

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medical treatment and is one of many recognized medical ethics values. In Western medicine, if the patient is of sound mental-health, it is ethical to respect their desires for medical treatment, even if they do not align with our own personal desires. It becomes a complex situation if your patient happens to be losing quite a bit of blood. You can give them donor blood, but they have denied donor blood product administration – even if it means saving their life.

Early in my career as an anesthetist I was called in to do what is referred to as an ‘organ harvest’. This is a procedure performed on a patient that is declared brain dead, but still has viable organs that can be procured and donated to patients that need them (heart, liver, lungs, etc). Our patient that particular night was a young boy who sustained a traumatic brain injury playing football. When these procedures are initiated, organ recipients are contacted to come to the hospital (usually in another city or state) to begin preparation to undergo surgery for a transplant.

Organ harvesting/transplants already present a widely debated ethical dilemma for many. Whether the debate is religious or spiritual, all aspects are considered valued in the realm of medical ethics. In this case, the spiritual wishes of the family changed as they were just about to commence the procedure. Their new directive was to not participate in the organ donation process. The family withdrew life support to their child and the recipients were contacted as they arrived to the hospital that they would not be receiving their transplant any longer. Situations like this can be heart breaking. Not just for the family that just lost their son, but also for the matching recipients that have waited long for a life-saving donor-match. From a broad view it appears that there are healthy organs that could go to saving multiple other lives and promote good in society. But from a spiritual perspective, this family may have private beliefs that take priority over this procedure. The ethical implications here are radical. What is the right thing to do in this scenario? Should a higher authority allow the use of these organs to save lives? Should the family be allowed to preserve the remains of

their child? Fortunately, we have an established social standard to process these events ethically. In order to be aligned with the ethical framework of the organ harvesting process, its required to receive informed consent from the patient (surrogate in this case) to do so. These decisions are very personal and should be respected.

When I was studying ethics in that MBA class eight years ago, I thought ethics were proscriptive – a hindrance to every day function. I could not have been more mistaken. Ethics are essentially acceptable moral code or standards of conduct when conducting oneself. This occurs everywhere, in all fields of study. When observed properly, ethics can reduce the duress that comes with decision-making. Ethics create precedence that speed up processes. Whether you are in the hospital getting consent or you are in the boardroom evaluating corporate governance, ethics is a guiding light. Studying ethics might not be the most exciting at first, but embodying ethical values and observing them every day will set you up for success regardless of your field of study.

## Tampa Bay Ethics Award Breakfast 2019

*By Jordan Hurwitz, Staff Assistant  
Sykes College of Business*



*Jordan Hurwitz*

Eric Newman, president of the J.C. Newman Cigar Company, was the winner of the 2019 Tampa Bay Ethics Award from the Center for Ethics.

The Tampa Bay Ethics Award celebrates integrity, virtue and character by recognizing

those in business, professional services or government who exemplify the highest standards of ethical behavior in their daily activities.

J.C. Newman Cigar Company is America’s oldest family-owned premium cigar maker. It rolls its El



***Pictured from left to right: Deanna House, associate director of the Center for Ethics; Robert Marley, director of the Center for Ethics; Ed Lester, Center for Ethics chairman; Eric Newman, award winner; Frank Ghannadian, dean of the Sykes College of Business; Bobby Newman, Executive vice president of J.C. Newman Cigar Company.***

Reloy, Factory Throwouts and Trader Jacks cigars by hand-operated, vintage cigar machines at its historic cigar factory in Ybor City. Newman co-founded the Cigar Family Charitable Foundation, a

non-profit that built and operates a primary school, high school and health clinic, as well as a health and hygiene outreach program in one of the most impoverished areas of the Dominican Republic.

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## Ethics Award Breakfast 2019

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In recognition of his service to Big Brothers Big Sisters of Tampa Bay, the Child Abuse Council, the Florida Holocaust Museum, the United Way, and the City of Tampa Library Board, Newman (along with his brother, Bobby Newman) was named Humanitarian of the Year by the Judeo-Christian

Health Clinic and was selected to carry the Olympic torch.

Approximately 200 guests, including local Tampa Bay business professionals and UT students, faculty, and administrators, attended the Tampa Bay Ethics Award Breakfast in November. The ceremony included testimonials from those with long-term experience with Newman's respectable and ethical contributions.

## Ethics: A Haiku

*By Robert Marley*



*What does ethics mean?  
Put as simple as can be,  
Societal peace.*

## Ethics in the Workplace: Practitioner Tips

**Question:** What is an effective way to empower employees to do the right thing?

**Tip:** Encourage everyone to "ask the question."

**Explanation:** In other words, make it clear who employees can turn to for guidance, encouraging them to reach out when they encounter uncomfortable situations.



*Kimberley Sullivan, Ethics Officer and Human Resources Manager, City of Tampa*

## Sykes College of Business Reaccredited by the AACSB



The University of Tampa's Sykes College of Business was recently reaccredited by the Association to Advance Collegiate Schools of Business (AACSB). More than just a third-party stamp of approval, AACSB accreditation is a process that requires a continuous, long-term commitment to developing, implementing, and maintaining the highest standards of educational excellence. The rigorous path to receiving and maintaining AACSB accreditation makes it the most widely recognized business school education accreditation in the world. Congratulations to the Sykes College of Business!



## Notes From The Board: We Need a Little Ethics Now



*Bill Geiger*

Yes, we need a little ethics, right now. Ethics matters as much today as ever. There is an underpinning of ethics (or lack of ethics) in the swirl of events and entertainment we live in today.

In December, I took my 4-year-old granddaughter to a grown-up movie theater to see Disney’s Frozen 2. She sat on my lap during the entire film. Together we laughed at the funny parts, cried at the romantic parts and held each other tight during the scary parts. We loved it. As I watched it, I realized the film is a tale of ethics from beginning to end – understated in a simple way that even a 4-year-old deeply understands and appreciates. Without giving the story away, I can tell you that Elsa, the heroine, faces a difficult ethical dilemma. Generations before, Elsa’s nation had tricked, dominated and exploited another nation or people. Elsa now has the opportunity to help and free this nation, but her actions could also have the side-effect of harming or even destroying her own nation and her family, friends and homeland. One of the main songs in the film is “Just Do the Next Right Thing,” and this is truly a theme of the entire film. Of course, Elsa knows what she must do. She does indeed “do the next right thing” and also finds a way to save her own homeland from destruction as well. I believe my 4-year-old granddaughter understands and appreciates that all humans, including us grown-ups, should “do the next right thing.”

In this new year of 2020, may those in leadership positions across all disciplines have the ethical character to “do the next right thing.”

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