

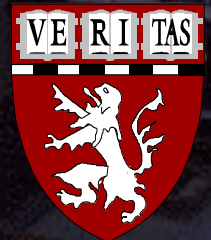
Allen D. Hamdan MD

**On Social Responsibility
And the Power of a Single Conversation**

**Division of Vascular and Endovascular Surgery
Beth Israel Deaconess Medical Center
Harvard Medical School, Boston.**



SM





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Social Responsibility

- **Social responsibility** is a theory that an entity, be it an organization or individual, has an obligation to act to benefit society at large.
- **Corporate Social responsibility** is a duty business performs so as to maintain a balance between the economy and the ecosystems
- Whereas charity can be unto itself and stop there- simple donation- CSR looks to advance the well being with some sustainability or endpoint



Why

Its Ethical and Moral ?



Inspiration

Our prime purpose in this life is to help others.
And if you can't help them, at least don't hurt
them

Be kind whenever possible. It is always possible



XIV Dalai Lama



Why

- Innovation (Unilever- water)
- Cost Savings (General Mills- energy)
- Brand Differentiation- (Human First)
- Long-Term thinking (unburdened from pure profit motive)
- Employee Engagement (you get the best and maintain them when they are part of something bigger)



Social Responsibility

- **Surgery and medicine has a long history**
- **Hippocratic oath –Greek Founder of medicine**
- **Maimonides Oath – Moshe ben Maimon (12th century Jewish physician from Spain and NA)**
- **These focused more on the pact /commitment between and to our patients**
- **Declaration of Geneva acknowledged physician responsibility to society (less as a positive and more as a warning)**



Social Responsibility

- **As our capabilities become more advanced and treatments more complex we need to understand how we fit within society**
- **We should understand the context of our actions or lack thereof on public well being**
- **Interaction of food, housing, education and public policy**



Medicines' Social Contract with Humanity

AMA House of delegates 2001

- **Work freely with colleagues to advance care**
- **Educate public about threats**
- **Advocate for social, economic, educational and political changes that contribute to human well being**



Inspiration

Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today.

Thich Nhat Hanh (Being Peace)



Medicines' Social Contract with Humanity

- **World Council of Family Doctors 2010**
- **Created Global consensus for social accountability of medical schools**
- **We must be custodian and enablers of health and treat Humanity as our patient**

Joshua Freeman



Social Responsibility

- **Public Health**
- **Outcomes research**
- **Political Advocacy**
- **Surgical Infrastructure in US and abroad**
- **Medical missions**
- **Volunteer to serve the community**
- **Expanding opportunity**



Limitations of Physicians

- **Large groups of surgeons (ASE) mostly look at overseas work**
- **Time**
- **Mindset- “My whole life is dedicated to helping”**
- **Inertia of getting started**
- **Who pays**



Public Health

- **Masters degree**
- **Epidemiology**
- **Nutrition research**



Outcomes research

- **Just by publishing you are being socially responsible**
- **Teaching students and residents**



Political Advocacy

Social Responsibility should not be controversial

It however is not always linked to Social Justice which is much more complex



Social Justice

**Arose from theology and philosophy
(Augustine and Thomas Paine)**

**Probably initially started as a term in 1840's
related to responsibility of religion to the poor**

**Indefinable but relates now to equality in
economics, social mobility, access, justice**



Social Justice

Has become controversial

Social Justice Warriors

Unclear messages

Political



SR vs SJ

Helping homeless population with donations

Fighting for laws guaranteeing affordable housing (increase taxes)



Inspiration

I have the audacity to believe that people everywhere can have three meals a day for their bodies

Education and culture for their minds

Dignity, equality and freedom for their spirit



Martin Luther King Jr



Examples of Medical Advocacy

- **Sean's law- prohibits ATV use in children under 14**
Decreased deaths to almost zero
- **Concussion prevention**
Multiple laws including requirement of training by coaches



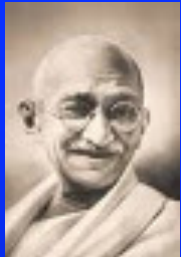
Surgical Infrastructure in US and abroad

- Also includes medical missions
- Sustainable
- Surgical tourism not ideal



Inspiration

The best way to find yourself is to lose yourself in the service of others



Gandhi



Volunteer to serve the community

- Doesn't need to be medical
- Marathon
- Drives
- Food pantry
- Align with needs of those you serve



Conversation

It is what makes us human

Except for geniuses or revolutionaries (not me) ideas do not start in a vacuum

Conversation can only be effective if there is true respect and understanding



Conversations

- **Wendy Kopp – Senior thesis -Teach for America**

Wrote Ross Perot since they were both from Dallas

Sat in his office until he committed to \$500,000

This positive conversation allowed her to get going and utilize the 500 recruits she had already signed up



Conversations

Howard Schultz

- Starbucks stock crashing and institutional shareholders wanted him to cut the \$250 million health coverage benefit
- This negative conversation allowed him to crystallize his core principles (health care and stock options that emphasizes the humanity of the workers)



Conversations

Initially my whole goal was to have the holiday party benefit the Greater Boston Food Bank and get on with my life

Meeting with Dr Chaikof led to the development of the Committee for Social Responsibility



What to avoid

**Your position may dictate your influence
(The more senior, the more awareness)**

Mandatory “voluntary” donations



Pitfalls

- **Buy in from hospital**
- **Minefield of solicitation- You're not the arbiter of what's important**
- **Not everyone likes idea “I do the most charity here- how could you start this without me”**





Overcoming

- **Invite hospital representative to help understand**
- **Work with aligned projects hospital undertakes (community centers)**
- **Look for synergy with already ongoing activities**
- **Just because you think its doing “good” and makes sense is not enough**

- **Debt of gratitude to Jane Matlaw and Eileen Hughes**



Inspiration

When poverty exists there is no true freedom



Nelson Mandela



TOP PRIORITIES

- Hunger/food insecurity
- Homelessness
- Student and childhood teaching opportunities
- Veterans' causes



Inspiration

The hungry ask us for dignity, not charity



Pope Francis



BACKGROUND:

- Formed 2011
- Co-Leaders: Allen Hamdan, MD, Vascular Surgery, and Deb Rogers, DOS
- Kevin Hart
- John Tumulo
- Committee members include surgeons, residents, nurses, mid-levels, and staff from all divisions
- Conducted survey with very high response rate (92 respondents), the results of which drive efforts and approaches



BACKGROUND

- Hold meetings every month to gather ideas, report on progress, coordinate efforts, and maximize opportunities for synergies with existing initiatives
- Established working groups for each major initiative
- Allow for professional development



CSR

- Best with leaders from more than one area
- Co-Leaders from Surgery and Administration



ACCOMPLISHMENTS:




DEPARTMENT OF SURGERY "FOOD IS MEDICINE" GALA RAISES NEARLY \$30,000 FOR THE GREATER BOSTON FOOD BANK

ROBERTA AND STEPHEN R. WEINER
 DEPARTMENT OF SURGERY





HELD AT THE GBFB IN BOSTON, THE GALA RAISED MONEY FOR AND AWARENESS OF THE GBFB AND THE MANY HUNGRY FAMILIES IT SERVES. THE MONEY RAISED THROUGH TICKET SALES, A SILENT AUCTION, AND DONATIONS WILL PROVIDE NEARLY 90,000 MEALS TO THOSE IN NEED, SAID ALLEN HAMDAN, MD, DEPARTMENT OF SURGERY VICE CHAIRMAN (COMMUNICATIONS) WHO LAUNCHED AND LEADS THE DEPARTMENT OF SURGERY'S COMMITTEE ON SOCIAL RESPONSIBILITY.

THE DEPARTMENT OF SURGERY'S COMMITTEE ON SOCIAL RESPONSIBILITY RAISED NEARLY \$30,000 FOR THE GREATER BOSTON FOOD BANK (GBFB) AT THE INAUGURAL "FOOD IS MEDICINE" GALA ON SEPTEMBER 19.



BIDMC SOCK DRIVE HITS RECORD HIGH

ROBERTA AND STEPHEN R. WEINER
 DEPARTMENT OF SURGERY

2010 drive: 100 pairs
 2011 drive: 200 pairs
2012 drive: 300 pairs!

Thanks to those who helped make this a success!

The Division of Podiatry and the Department of Surgery's Committee for Social Responsibility, in conjunction with Boston Health Care for the Homeless, held a sock drive for homeless adults and children throughout the month of July. The first "Sox for Socks" drive was held by the Division of Podiatry in 2010, and this year, we exceeded our goal.



THE ROBERTA AND STEPHEN R. WEINER
 DEPARTMENT OF SURGERY




DO\$ TOILETRIES DRIVE A BIG SUCCESS

THE TOILETRIES DRIVE FOR THE SIDNEY BORUM HEALTH CENTER, WHICH PROVIDES YOUNG, SOMETIMES-HOMELESS, PATIENTS WITH ACCESS TO SHOWERS, WAS A BIG SUCCESS.

THE DEPARTMENT COLLECTED THREE VERY LARGE, FULLY PACKED BOXES OF HUNDREDS OF SMALL-SIZED TOILETRIES, WHICH IS MORE THAN HALF OF WHAT THE ENTIRE MEDICAL CENTER TYPICALLY COLLECTS.

THANK YOU TO EVERYONE WHO DONATED TOILETRIES!

"On behalf of myself, the staff, and the patients at Sidney Borum Health Center, I want to thank you all from the bottom of my heart, and hope we can build a strong bond between us. We appreciate the fact that you think of our Clinic when these donations are distributed." Doreen Clark, Patient Services Supervisor at Sidney Borum

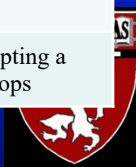
SIDNEY BORUM JR. HEALTH CENTER

THE BORUM




ACCOMPLISHMENTS

Event/Activity	Impact
<p>Food is Medicine Annual event spreading awareness about hunger and raising money for the Greater Boston Food Bank (GBFB)</p>	<ul style="list-style-type: none"> • \$40,000 raised in 2013 • \$54,000 raised in 2014 • \$95,000 raised in 2015 • Became the largest independent benefactor of the GBFB • Allen Hamdan, MD appointed to Board Of Advisors of GBFB
<p>Sox for Socks Annual sock drive in partnership with the Division of Podiatry and other community services groups at BIDMC</p>	<ul style="list-style-type: none"> • 400 pairs collected in 2013 • 793 pairs collected in 2014 • 2,800 pairs collected in 2015!!!
<p>Coat Drive Coat drive to benefit Massachusetts Coalition for the Homeless</p>	<ul style="list-style-type: none"> • 300 coats collected in 2013 • 240 coats collected in 2014
<p>Holiday Wish List Gifts for families in need at a Dorchester School</p>	<p>Committee members fulfilled holiday wish lists for 20 families at a local Dorchester elementary school in 2014</p>
<p>Clean-up the Charles Kayak and clean-up trash in the Charles River</p>	<p>25 volunteer participants picked up trash</p>
<p>Sidney Borum Jr. Health Center Toiletry Drive</p>	<p>Collected hundreds of toiletries for donation. Specializing in the health and social service issues endemic to young people, ages 12 to 29, the Borum provides a safe setting for this vulnerable and traditionally disenfranchised group.</p>
<p>Parker Hill/Fenway ABCD Gift Card/Drive (Action for Boston Community Development)</p>	<p>Donated \$1,200 and a large amount of food in 2013</p>
<p>MIT Day for Students</p>	<p>20 MIT students attended research talks, visited the Shapiro Simulation and Skills Center, and observed in the OR in 2013, 2014, and 2015</p>
<p>Equipment Donation</p>	<p>OR donating equipment and materials to Medical mission in Ecuador in 2015</p>
<p>Community Engagement & Education</p>	<p>Community relations created an opportunity for surgical residents to go to a local high school to speak to students about careers in medicine</p>
<p>Sharing Best Practices</p>	<p>Presentation of Committee results at the Association of Surgical Education prompting a change to the curriculum on social responsibility for surgeons and future workshops</p>



Food is Medicine

- \$ 35,000
- \$54,000
- \$95,000
- \$142,000
- Now well over 3 million meals
- Second largest single event supporting GBFB, including that of the Red Sox wives. Women Fighting Hunger is biggest



Active

- Anti-Trafficking- My Life My Choice
- Education
- ?Missions



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Getting the Word Out

- **The Affordable Care Act and Food Insecurity:**
- **Ending a Chronic Problem through Innovative Community Partnerships**
- **”Health Affairs”**
- **Vin Gupta MD MSc,^{1,2} Tamara E Baer MD MPH,^{3,4} Allen Hamdan MD,^{5,6} Kathryn Brodowski MD MPH^{7,8}**

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Failures

- All plans and good ideas don't work out
- Evaluate ROI
- Can time and energy be spent elsewhere
- What's the best case scenario



Professional Development

Chairman Board of Advisors GBFB

HMS Dean's Community Service Award



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Other Accomplishments

- Surgical interns all volunteered at GBFB as part of their orientation



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Active Plans

- Translating food insecurity research to action,
- Hospitals/academics, policy organizations, and payers BCBS, Mass Health
- Working with Congressman Jim McGovern and have established a Food Security Task Force
- McKinsey- stakeholders meeting
- We now have three MD volunteers and one MD hire
- Before the Bell



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FUTURE PLANS-CSR

- Medical Students could be invited for the year based on when they will rotate
- Residents will be sought as champions
- Projects they could develop from a professional perspective
- Possible MIT-like session for low SES students
- Gold Humanism Society



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Inspiration

Integrity is doing the right thing even when no one is watching



John Wooden

