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Caricature Story

Buni at Continue Medical Education

Continue Medical Education (CME) refers to the educational activities which serve to maintain, develop, or increase the knowledge, skills, professional performance and relationships that a physician uses to provide services to the patients, the public, or the profession. Whatever we do we should maintain professionalism that is our prime responsibility being a health care personal. Healthcare organization should play their role to arrange CMEs. Unfortunately, in our system this activity is carried out by individuals that may jeopardize professionalism.

Last month, Buni was advised to attend Continue Medical Education by his professor. He had never been involved in such an activity before, so different thoughts revolved in his mind. Fortunately, he gets a chance to know about CME because the professor is going to arrange one.

Buni is at his clinical rotation in surgical department and he is discussing his patients with the professor who seems quite irritable and in a hurry. Buni is surprised to see a fat smile on his face suddenly. As he turns, he sees a handsome guy with a bulky bag and a hand carry. Buni realized that the smile was not for him actually, it was for that ABC pharmaceutical representative. Guy greets with a smile "Good morning Sir", the professor replied "welcome my friend, I have been waiting for you". After a little chit chat, the professor sends ABC Pharmaceutical representative to the waiting room. He takes a quick round of the ward and leaves Buni behind and assigns him to deal with the rest of the things. Obediently Buni says "yes sir, I will take care".

Though the comforting environment fails to comfort the busiest representative who no doubt, has a lot on his mind but still he waits patiently with bright hopes to persuade the doctor to prescribe his

company's medicine to the patients. As the professor entered in his office, the representative delicately presents some pamphlets and gives little description about his company's medicine. Who has enough time to listen to long stories? The professor is not paying much attention because his mind is preoccupied with CME arrangements. He is least interested in the medicine, its contra indications and side effects. The ABC Pharmaceutical representative asks; "this medicine is very effective isn't it? would you be prescribing it to your patients?" The professor cleverly says, "Oh sure! Only if you will do me a favor I will definitely prescribe it". Bewildered, the Representative asks, "what kind of favor do you want from me sir?" "I am planning to hold a CME session and I want your company to sponsor that event" answered the professor. The Representative replies with comfort! "This is not a big deal! but let me think over, how the company would be able to sponsor it?". After some calculations he figures out a fantastic deal to strike that if the professor prescribes ABC pharmaceutical's medicines for complete one year then only ABC Pharmaceutical would sponsor the event.

The professor is very much committed to his profession so he wants to promote professional education. His entire struggle is for the betterment of his community and it is his prime responsibility as well. They exchanged documents (medicine budget and CME details) with each other and shake hand after getting into a binding deal. Buni was unable to understand what is secretly going on in the office. Although, he predicts a few things that are going on but he is not that smart.

On the day, Buni reaches the auditorium where CME is organized. "Oh! Thanks I am not late" there is only one guy here, already and CME has just started. Buni is trying to focus on the presentation, but lots of things are passing over his head and he is not getting much. After the passing of the half of the session Buni feels no movement around. He turns to have a glimpse that popped his eyes out, because there is only one doctor besides him attending the session. Buni asks himself! "Why doctors are not coming to attend CME, is there an emergency in the hospital?" before he catches an answer from his mind, the presenter gives the closing remarks.

After a long and sluggish session, Buni is asked to join lunch with the presenter and other participant. As Buni enters in the food court he finds a massive crowd. Everyone is looking relaxed and appreciating the presenter as if they have attended the whole session, Buni swimming in the pool of his thoughts after a little struggle finds something to eat. He has not finished his lunch when people start moving out of the food court "where are they going?" a question popped up in his mind. "It's certificate distribution time,

let's move" another doctor tells her friend. "We were only two doctors there during the entire session, so why they all are being awarded certificates, it's quite unfair" Buni thinks, and inside he knows that the thought is justified.

Buni brings to mind, in third professional, Professor of medicine taught us six elements of professionalism: altruism, accountability, excellence, duty, honor and integrity, and respect for others. "Unfortunately, none of these I have seen here", squeaks a little thought of his.

Buni has realized that the abbreviation of CME has changed with the passage of time and it emerged as "Certified Meal Entertainment". Now certain ideas will hit Buni's mind as he hears about CME; delicious food that he has not enjoyed since a long time, certificate that can add a feather in his cap and a golden chance to make money. Professionalism has become a necessary component for all healthcare disciplines and a high standard of professionalism benefits both healthcare providers and the patients. Therefore, it is essential for healthcare providers not to underestimate any aspect of professionalism.