

## The WMA Caring Physicians of the World Initiative

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*“The most important thing is caring, so do it first,  
for the caring Physician best inspires hope and trust.”  
Sir William Osler*

**Caring, Ethics and Science** are the three fundamental and enduring traditions which unite medical professionals and their patients around the world. Because of these universal traditions, we find global similarity in physicians' and patients' desires and concerns, despite the enormously disparate environments and circumstances in which physicians care for patients.

The **Caring Physicians of the World Initiative (CPWI)** was designed to restore enthusiasm and optimism in medicine, through medical and social leadership based on the enduring traditions of the medical profession: Caring, Ethics and Science. The initiative was conceived in Helsinki, Finland at the 2003 Annual Meeting of the World Medical Association.

The World Medical Association (WMA) represents physicians around the world, and provides a global forum for physicians to communicate, to cooperate and to promote high standards and professionalism. The WMA is a federation of National Medical Associations (NMAs) representing over eight million physicians in more than 90 countries around the world. It was founded in 1947 with the mission to “serve humanity by endeavoring to achieve the highest international standards in medical education, medical science, medical care, and medical ethics, and health care for all the people of the world”. This unique partnership of physicians enhances the health and quality of life for people all over the world.

As part of its work to achieve high standards in medicine, the WMA conducted a survey of physicians in over 40 countries around the globe in 2003. Survey results revealed physicians' concerns about access to quality safe medical care, appropriate professional autonomy to provide that care, and adequate resources and facilities to deliver care. Physicians were also seriously concerned about the regulatory, legal, political, and other barriers to providing care, as well as governmental attitudes regarding **medical care** as an **expense**, rather than an **investment** with positive return. To a large degree, physicians around the globe felt marginalized, threatened, and demeaned. They requested the WMA provide increased information on health systems and greater exchange of experience between physicians throughout the world. The physicians requested vigorous communication of the values of the medical and health professions and the well documented value in relieving distress, despair, disease, disability, and premature death, and the extraordinary return on investment in medical care and public health. Physicians also felt they needed to enhance their own knowledge and skills in leadership and advocacy for patients, public health, and the medical profession.

The WMA resolved to address these global concerns in 2004, and formed a partnership with an experienced sponsor, Pfizer, Inc. They developed the **Caring Physicians of the World Initiative (CPWI)**, chaired by WMA President-elect Yank D. Coble, MD. Through this initiative, the WMA would unite NMAs around the world, implementing a multipart program to address the identified global concerns of physicians.

### **Phase I of the CPW Initiative: Connecting**

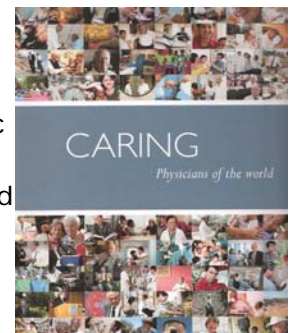
The goal of Phase 1 was to connect with NMAs around the world, enhancing global communication. The WMA reached out to NMAs and regional associations such as MASEAN and CONFEMEL, building relationships and increasing participation and leadership in the World Health Organization (WHO) and World Health Professions Alliance (WHPA). WMA officers visited Africa, Europe, Latin America, the Middle East and North America, as well as making multiple visits to India and China. These outreach visits by WMA officers enabled them to learn more directly about circumstances, needs, and desires, and to obtain support and increase advocacy for the values of the medical profession.

### **Phase II of the CPW Initiative: Inspiring**

The goal of Phase II was to inspire, building enthusiasm and optimism for the medical profession, by showcasing exemplary physicians from around the world in a compilation of **"Caring Physicians of the World."** This publication showcased 65 physicians from 58 countries: heroes and social leaders, who were nominated by their NMAs as exemplifying the enduring traditions of caring, ethics, and science.

Plans for the book were announced at the WMA Annual Meeting in Tokyo, 2004. NMAs nominated over 200 physicians; 65 physicians were interviewed, photographed on site, and memorialized in the publication. The book was presented at the 2005 WMA Annual Meeting in Santiago, Chile and the regional conference of CONFEMEL.

Subsequently, the message of the Caring Physicians of the World was communicated to NMAs, medical schools and specialty societies, government, media, businesses, philanthropies, and multiple other public and private associations and organizations around the world. In May 2006 the Caring Physicians of the World Book and Initiative were featured at a luncheon reception of over 200 Ministers of Health and other health and medical leaders following the opening sessions of the World Health Assembly. The preface, describing the relevance, importance and power of caring, ethics and science.



### **Phase III of the CPW Initiative: Collaborating**

The goal of Phase III was to enhance collaboration, forming regional partnerships in areas around the world, to enhance communication, collegiality, and advocacy for patients, public health, and the medical profession. With WMA officers' participation, and the Pfizer partnership and support, Dr. Otmar Kloiber, Secretary General of the WMA and host NMAs organized highly successful regional meetings in Johannesburg, Prague, Santiago, Tokyo, Bangkok, Shanghai, and Amelia Island, Florida. These regional meetings focused on effective ways to address the primary issues for patients, physicians, and public health. During these meetings it emerged that there was a growing desire for improving physicians' advocacy and leadership skills.

#### **Phase IV of the CPW Initiative: Developing**

The goal of Phase IV was to address this emergent need for development of physicians' advocacy and leadership skills. Throughout 2006 and 2007 the WMA, in collaboration with INSEAD and again with the partnership of Pfizer, Inc., developed the **WMA/CPW Leadership Course**. The program was designed to develop the skills and knowledge needed for medical and social leadership, enhancing the abilities of medical professionals to advocate more effectively for medical care, education, research, ethics, and the medical profession.

The inaugural course was held on December 2-9, 2007, at INSEAD in Fontainebleau, France. Thirty three colleagues, selected by their NMAs in 22 countries, participated in the course. Program modules focused on developing physicians' leadership and advocacy skills, enhancing their abilities to advocate more effectively for medical care, education, research, ethics, and the medical profession. The program included modules on the Value of Medical Diplomacy and Traditions, Global Healthcare Systems, Physicians Perceptions of the Profession, Individual Judgment and Group Decision Making, Conducting Business Across Cultures, Effective Leadership Styles, the Art and Practice of Lobbying (Advocacy), Defining and Achieving Negotiation Success, Multiparty Negotiations, Coalition Building, Improving Cross Cultural and Virtual Communication, Navigating the Media Environment and Media Training.

Feedback from program participants was extremely positive, and participants reported an increase in communication between program "alumni". Due to the success of this initial leadership and advocacy development program, a second WMA/CPW Leadership Course was scheduled to take place in Dec. 2008.

The 2008 WMA/CPW Leadership Course was held at INSEAD, Fontainebleau, on Dec. 1-6, 2008. This course provided leadership training for 32 physicians from 20 countries. The six-day intensive curriculum focused on proficiency in decision-making, participation in public debate and preparation to serve as spokespersons on key health care policy issues. The program included modules on the Healthcare and Organized Medicine, Economics of Healthcare, Physician Perception Research, Effective Physician Advocacy, Conducting Business Across Cultures, Navigating the Media Environment, the Art and Practice of Effective Advocacy, Multiparty Negotiations, Coalition Building, Individual Judgment and Group Decision Making, Effective Leadership Styles, as well as extensive practice in Media Training.

Due to the success of these first courses and the global mission of the course, an annual program has been instituted. The third WMA/CPW Leadership Course is scheduled to take place at INSEAD Singapore, Feb. 8-13, 2010.



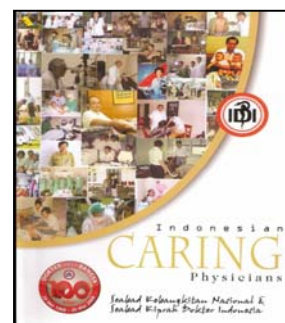
WMA/CPW Leadership Course 2007

### **Phase V of the CPW Initiative: Applying and Achieving**

Phase V is an enduring phase in which WMA will explore application of the CPW principles and achievement of the CPWI goals. One of the first examples of **CPWI Application** can be found in Indonesia.

Two Indonesian Medical Association (IMA) leaders, Dr. Fachmi Idris and Dr. Taufik Jaaman, were participants in the December 2007 WMA/CPW Leadership Course. They proposed an Indonesian Caring Physicians Initiative for their IMA Centennial Annual meeting in May 2008. They began planning, and by early 2008 had the support of the President of the Indonesian Republic, collaboration of the Minister of Health, and additional support.

The IMA created a video documentary of 100 years of Indonesian history, and a new book, Indonesian Caring Physicians, edited by Dr. Taufik Jaaman. This book profiles 112 Indonesian physicians, nominated as heroes and social leaders, exemplifying the enduring medical traditions of caring, ethics, and science. The publication includes messages from the Indonesian President, and the Minister of Health, and the WMA. Both books, the Caring Physicians of the World and the Indonesian Caring Physicians, were presented to the Indonesian President and Minister of Health at the IMA Centennial Anniversary at a large event held at the President's Palace, May 28, 2008, and to the faculty and students of the Indonesian University School of Medicine by IMA and WMA officers with presentation addresses. The opening of the IMA Centennial Meeting and exposition featured the ICP book, video, and initiative.



The WMA is proud of the growth and achievements of the CPW Initiative. However much remains to be accomplished in, by and for the medical profession. Global threats of communicable and non-communicable disease persist, despite unparalleled progress in

biomedical science, public health and medical care. Barriers to care flourish, created by ineffective, inefficient, and sometimes even corrupt governments. The public is confused by terms such as providers instead of professionals, customers instead of patients, health care instead of medical care, and the pollution of scientific information by media, and distortion by legal and regulatory systems. They are understandably distrustful. However there is good reason to be optimistic, because of the justifiable enthusiasm physicians have for the value and values of their profession, and the ability to be useful. The CPW Initiative has helped to clarify the assertion of physicians around the world that effective leadership, hard work, a clear definition of responsibilities and rights as a profession, and a mission beyond self, will result in significant and measurable success.

- The CPWI has a **focus on Patients**: working to inspire hope and trust, as well as to reduce disease, despair, disability and premature death.
- The CPWI has a **focus on Rights**: promoting the right of all patients to choose physicians providing care based on a singular ethical commitment to them, using the best available science, in a caring manner. To provide this level of care, physicians require the right to appropriate autonomy, self regulation and advocacy for patient health.
- The CPWI has a **focus on Responsibility**: endorsing ethical and science-based care, and social leadership in advocacy for patient care and public health.
- Finally, the CPWI has a **focus on the Value of Medicine**: both economic and humanitarian. The Economic Value represents the positive financial return of investment in medical care and biomedical research. The Humanitarian Value represents the immeasurable worth of reducing disease, despair, disability and premature death.

**The goal of the CPWI is to restore enthusiasm and optimism in the field of medicine, through medical and social leadership based on the enduring traditions of the medical profession: Caring, Ethics and Science.** The CPW Initiative exemplifies the triad of medical traditions, Caring, Ethics and Science, emphasizing that caring physicians of the world are committed to and effective at medical and social leadership. The CPWI mission is to help physicians throughout the world, despite the diversity and adversity of circumstances, to communicate Caring and compassion, with the best Science and highest Ethics, in every professional interaction.



**Ceremonial Event at the Presidential Palace**  
 (L-R) Dr. Fachmi Idris, President of Indonesian Medical Association;  
 Dr. Siti Fadilah Supari, Health Minister of Indonesian Republic;  
 Dr. Susilo Bambang Yudhoyono, President of Indonesian Republic;  
 First Lady of Indonesian Republic; Dr. Yank Coble, Past President of WMA



**Presentation of the Caring Physicians of the World**  
 Dr. Fachmi Idris, President of Indonesia Medical Association, presents the book of *Caring Physicians of World* to Dr. Susilo Bambang Yudhoyono, President of Indonesian Republic