

EPISODE – Author Interview: **“What Should Patients Be Told About Device Representatives’ Roles at the Point of Surgical Care?”**

Guests: Jeffrey Bedard, MS

Host: Tim Hoff

Transcript by: Cheryl Green

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[bright theme music]

TIM HOFF: Welcome to another episode of the Author Interview Series from the *American Medical Association Journal of Ethics*. I’m your host, Tim Hoff. This series provides an alternative format for accessing the interesting and important work being done by Journal contributors each month. Joining me for this episode is Jeffrey Bedard, a health care consultant and former medical device representative. He’s engaged in patient advocacy addressing treatment disparities. Jeff is the author of the article *What Should Patients Be Told About Device Representatives’ Roles at the Point of Surgical Care?* in the September 2021 issue of the Journal, *Implantable Material and Device Regulation*. Jeff, welcome to the show. [theme music fades out]

JEFFREY BEDARD: Thank you, Tim.

HOFF: To begin with, what’s the key ethics point being made in your article?

BEDARD: The key ethics point, Tim, is around trust, which ties into integrity and benevolence. As a patient would have an encounter, or as they are interacting with a physician, there’s an expectation that that physician has prepared themselves adequately in advance of the case; again, tying into integrity, that they’ve taken the time to prepare themselves; and benevolence, that they’re working towards the best outcome for the patient.

HOFF: And what is the most important thing for health professions students and trainees to take from your article?

BEDARD: I believe that the most important thing that they can take is just an awareness that this type of situation, where a medical device representative can be put into a situation or circumstances where they’re being called upon to make clinical decisions. And along with that awareness, I would also encourage them to think about if they would happen to find themselves in such a situation, how they would respond and where they might go from that particular encounter in terms of how they might want to address the issue or the encounter that they’ve just had.

HOFF: Sure. And if you could add one more point to your article, what would that be?

BEDARD: It would be, Tim, that this issue has been well recognized on the manufacturer side for some time.

HOFF: Mmhmm.

BEDARD: When I started my medical device career in the late '90s, I was coached specifically on how to address this type of issue in which I might be called upon to provide a level of guidance that, quite frankly, could exceed the scope of my training.

HOFF: Mmhmm.

BEDARD: And I believe that we're at a point where both health care and industry recognize that this issue needs to be addressed collaboratively. [theme music returns]

HOFF: Great. Well, thank you very much for your time and expertise. And hopefully, we'll talk to you again soon.

BEDARD: Thank you very much, Tim. I appreciate it.

HOFF: To read Jeffrey Bedard's full article, along with the rest of the September 2021 issue, visit our site, [JournalofEthics.org](https://www.journalofethics.org). Follow us on [Twitter](https://twitter.com/JournalOfEthics) and [Facebook @JournalOfEthics](https://www.facebook.com/JournalOfEthics). And we'll be back soon with another episode of *Ethics Talk* from the *American Medical Association Journal of Ethics*.