Is naming hospitals a matter for nursing ethics?

The case of San Francisco General Hospital and Mark Zuckerberg.

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Background

Public hospital in San Francisco, California. The majority of patients (94%) at ZSFG are covered by Medicare, Medi-Cal or are uninsured source
Funded by $887.4 million public bond, with 84% vote in favour source
Additional 75 million donation for equipment from Priscilla Chan and Mark Zukerberg source
Hospital named for Chan and Zuckerberg for 50 years ($1.5million per year)
Naming in respect of donations common in USA/SFGH source
Other examples, $200m, Mark Benioff children's hospitals source
Gift or Investment?

For comparison: SF 49ers baseball stadium naming rights for $220.3 million plus option $75m for five years ($11.8 per year)

Stadium and hospital roughly equivalent in costs at $1 billion
Two questions intertwined

1. Should the donation have been refused?

2. Should the donation have been accepted?
   a) Anonymously
   b) With disclosure but without hospital naming
Long history of refusing donations from certain sources

Risks involved with connection between funders and public bodies (universities, hospitals, arts)

- Ethical risks (Is there a ‘good’ aim for SM)
- Reputational risks
- Governance risks (will information be safe? source)
- Relationship risks

Adams (2007)

Anonymity?

- Lack of transparency in accounts
  Funders are unlikely to contribute anonymously because for them the point of the exercise is often to form a visible association with public good activities for the purpose of positive branding

  Disclosure but not hospital naming rights

- Preferred option for many – including some SF supervisor (source)
- Preserves gift, reduces sense of investment
- Not sure of Zuckerberg response.
But what’s wrong with Zuckerberg?

- Individual almost synonomous with Social media empire – Facebook, Instagram, WhatsApp
- Some benefits of SM use in healthcare education and practice
- BUT concerns include
  - Addiction of users
  - Privacy concerns (Cambridge analytica)
  - Access for Terrorists and inadequate response
  - Cyber bullying and mental health concerns
  - Low tax bill (UK), high level of profits ($20billion)
  - And unethical research
Large experiment with 700,000 users who had their feeds manipulated. No consent, no follow up, no apology.
Political activism as professionally allowed?
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ANA Code of ethics

Provision 3: The nurse promotes, advocates for and protects the rights, health and safety of the patient

Provision 9: The profession of nursing, collectively through its professional organizations, must articulate nursing values, maintain the integrity of the profession, and intergrade principles of social justice into nursing and health policy
Academic analysis versus political activism?

• Larger question concerning upcoming challenges relating to health and care in all systems
• Are nurses (organisations, individuals) required or simply allowed to campaign for social justice (conceived how?)
  • And note: NMC (UK) - make sure you do not express your personal beliefs (including political, religious or moral beliefs) to people in an inappropriate way (Code)