You are invited to join us for the next
Quarterly Ethics Breakfast
on December 6, 2012

**Bribing our Way to Wellness?**

the ethics of incentivizing healthcare

with guest speaker:

**Jeffrey Burtaine, D.O., M.D.**

*Medical Director*

*Highmark Blue Cross Blue Shield*

*and Volvo Group No. America*

“Paying people to be healthy can backfire, by failing to cultivate the values that sustain good health. If this is true, then the economist’s question (‘do cash incentives work?’) and the moralist’s question (‘are they objectionable?’) are more closely connected than first appears. Whether an incentive ‘works’ depends on the goal. And the goal, properly conceived, may include values and attitudes that cash incentives undermine.”

**Schedule:**

- 7:30 a.m. Breakfast available
- 8:00 a.m. Program begins
- 8:30 a.m. Table Talk
- 8:45 a.m. Q&A session
- 9:00 a.m. Closing

in the

**Gerald White Pavilion**

**DeSales University Center**

(Center Valley, PA)

$25 per person  $175 per table (8)

**Register Online at**

[www.desales.edu/salesian](http://www.desales.edu/salesian)

*use the “register online” button or scroll to the Ethics in the Workplace icon*

For further information or to register off-line

*telephone: 610.282.1100 ext. 1244*

*email: Ethics.Workplace@desales.edu*