

ETHICAL DECISION MAKING

SIX STEPS TO MAKING ETHICAL DECISIONS



IDENTIFY THE
ETHICAL DILEMMA

STEP ONE



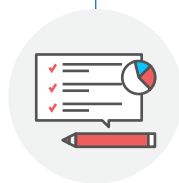
LIST THE PROBABLE
EFFECTS OF EACH
ALTERNATIVE

STEP FOUR



DISCOVER
ALTERNATIVE
ACTIONS

STEP TWO



SELECT THE
BEST ALTERNATIVE

STEP FIVE



DECIDE WHO MIGHT
BE AFFECTED

STEP THREE



MONITOR
AND MODIFY

STEP SIX

THE HEINZ DILEMMA

A WOMAN WAS NEAR DEATH. THERE WAS ONE DRUG THAT THE DOCTORS THOUGHT MIGHT SAVE HER. IT WAS A FORM OF RADIUM THAT A DRUGGIST IN THE SAME TOWN HAD RECENTLY DISCOVERED. THE DRUG WAS EXPENSIVE TO MAKE, BUT THE DRUGGIST WAS CHARGING TEN TIMES WHAT THE DRUG COST HIM TO PRODUCE. HE PAID \$200 FOR THE RADIUM AND CHARGED \$2,000 FOR A SMALL DOSE OF THE DRUG. THE SICK WOMAN'S HUSBAND, HEINZ, WENT TO EVERYONE HE KNEW TO BORROW THE MONEY, BUT HE COULD ONLY GET TOGETHER ABOUT \$1,000 WHICH IS HALF OF WHAT IT COST. HE TOLD THE DRUGGIST THAT HIS WIFE WAS DYING AND ASKED HIM TO SELL IT CHEAPER OR LET HIM PAY LATER. BUT THE DRUGGIST SAID: "NO, I DISCOVERED THE DRUG AND I'M GOING TO MAKE MONEY FROM IT."

WHAT SHOULD HEINZ DO?