

The Power Of Choice

Dr Tilottama Mangeshikar

DA, MD(Bom), DA, FRCA(UK)

Consultant Anesthetist & Interventional Pain Physician

Bombay Hospital

Breach Candy Hospital

Cumballa Hill Hospital

Saifee Hospital

Sangeeta J - My landmark case...



- 26 yr old preemie
- Pre eclamptic
- LSCS for fetal distress
- Low platelets
- GA- Failure to intubate
- 2nd attempt : Mouth full of gastric contents
- Hovering Obs and Neonatologist

Choices

- Spinal or GA
- Failed intubation
- Stomach contents
- Dropping sats
- Dropping fetal hearts
- GA
- Elective Fiberoptic awake

Mantras I derived from my landmark case

- The buck ends with me!
- Failure is not an option
- Always have a plan before.....
- Its not over until there are no more choices left
- One has to be unstoppable

Life Event....



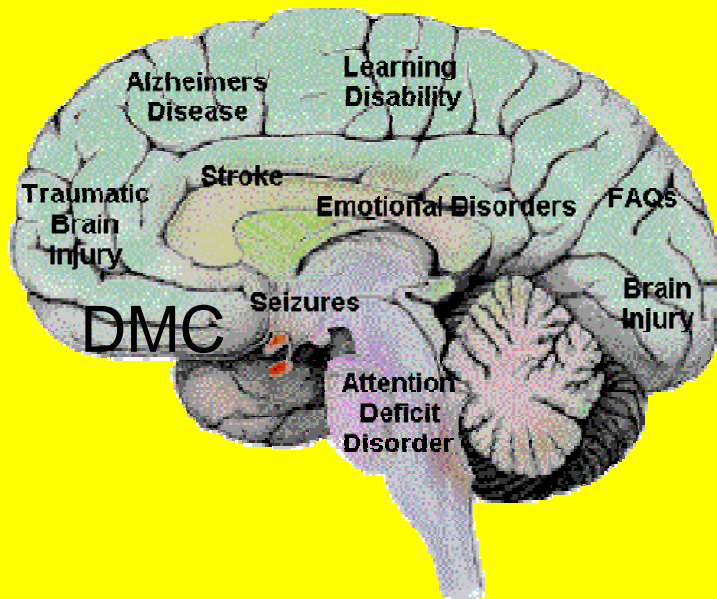
We went to a wedding...



- Spent 15 hours under siege
- Shot at thrice
- No food , water or loos
- 3 fierce raids
- Survived to tell the tale



Decision Making



- Ventromedial aspect of the prefrontal cortex
- As teens==>Adults the overall focus of brain activity seems to shift from the amygdala to the frontal lobes.

Gargi Talukder- July 2000

Corporate decisions



- Study done by AMA
- 30% - Right



- 70% -Wrong

Choices & Consequences



- Laws of Control
 - External: Give charge to outsiders
 - Internal: You make the choices
- Consequences
 - Immediate
 - Far reaching but retrievable
 - Long term and permanent

Choice is influenced by...

- Personal preference /Personality
- Work demands
- Familial pressures
- Spiritual Influence
- Previous experience

Are you a risk taker??

- You are a doctor in a remote village
- 600 people with a rare mystery illness
- 2 possible treatments:
 - A: 200 people will be saved
 - B: 1/3rd chance that all 600 will be saved & a 2/3rd chance that all 600 will die

If you chose A, then you're in the majority

Now consider....

- Same problem - 2 treatments
 - C: 400 people will die
 - D: 1/3rd chance that no one will die & a 2/3rd chance that all will die

Most people choose D. They'd rather risk losing everyone than settle for the death of four hundred

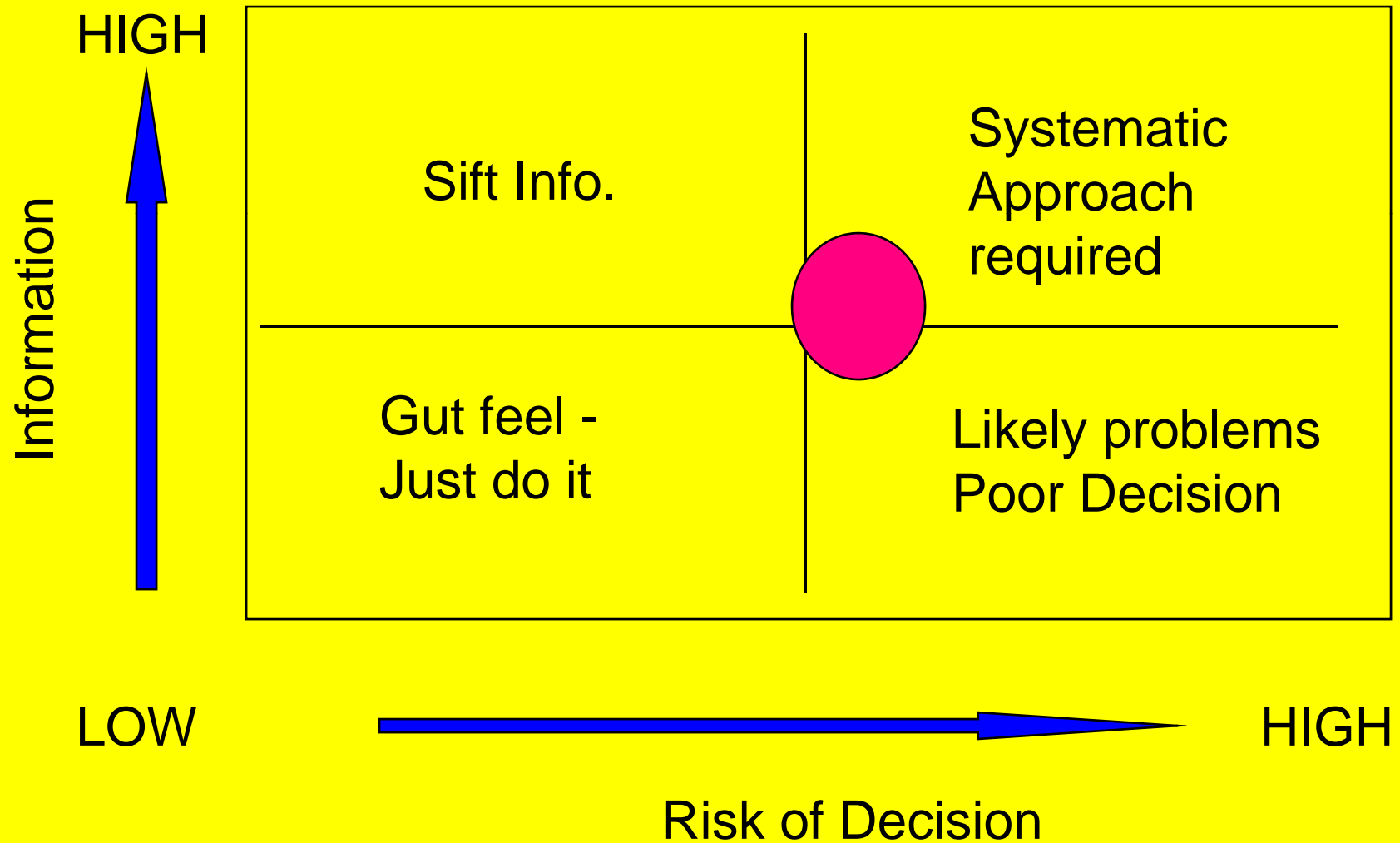
Daniel Kahneman- Nobel Prize (behav finance)

- *Framing*- sub-consciously when faced with two choices ,we make our choices based on our perception of risk.
- We usually prefer a small, sure gain to a larger, uncertain one.
- *Risk Aversion* - showing that the pain of losses have twice the psychological impact as equivalent gains
- Problem: sometimes risk not understood properly==> wrong choices

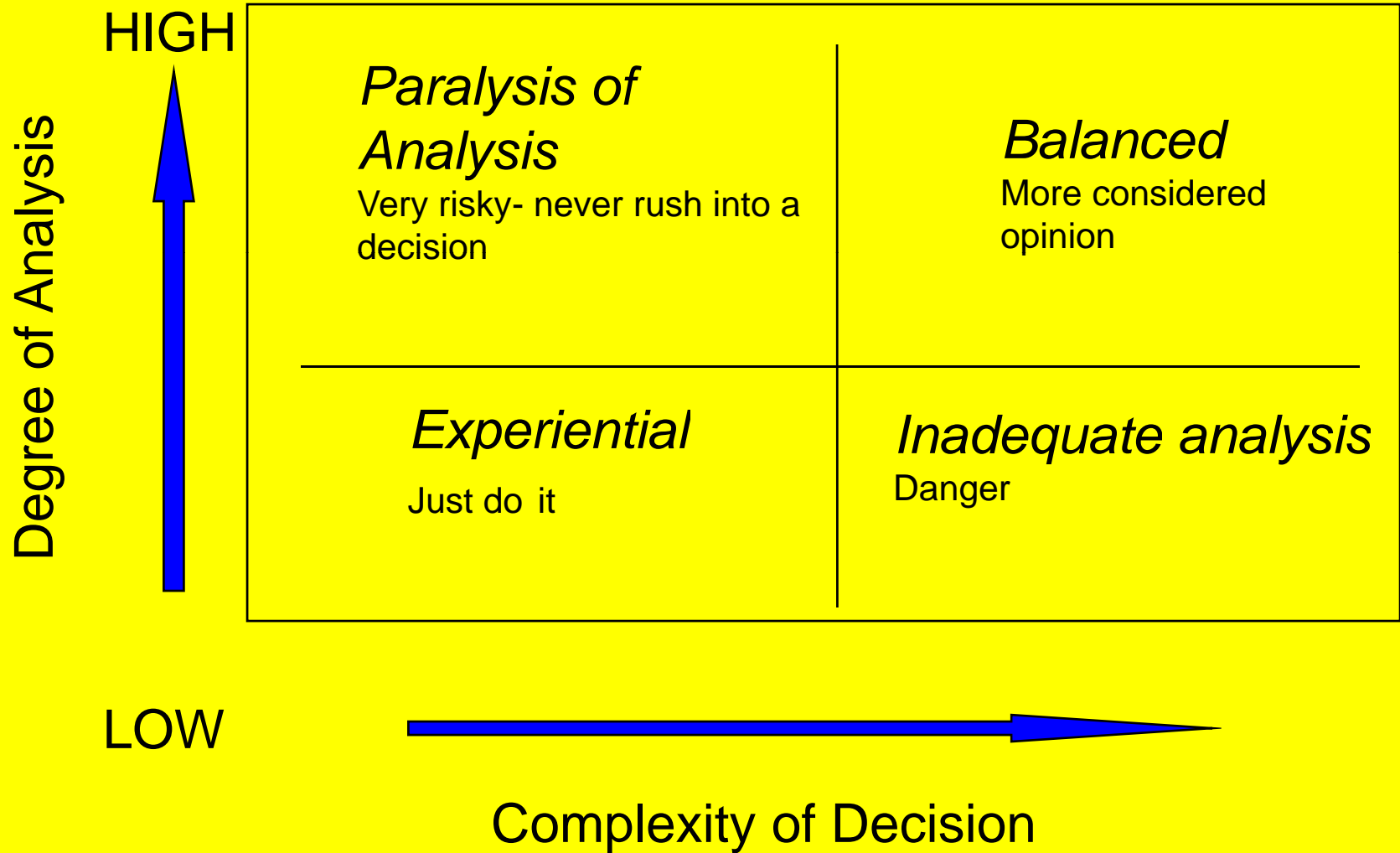
Decision making:7 steps

- Define the real decision
- Understand the context
- Identify choices
- Evaluate consequences of each choice
- Prioritise choices & pick 1
- Review
- Act

Understand the context



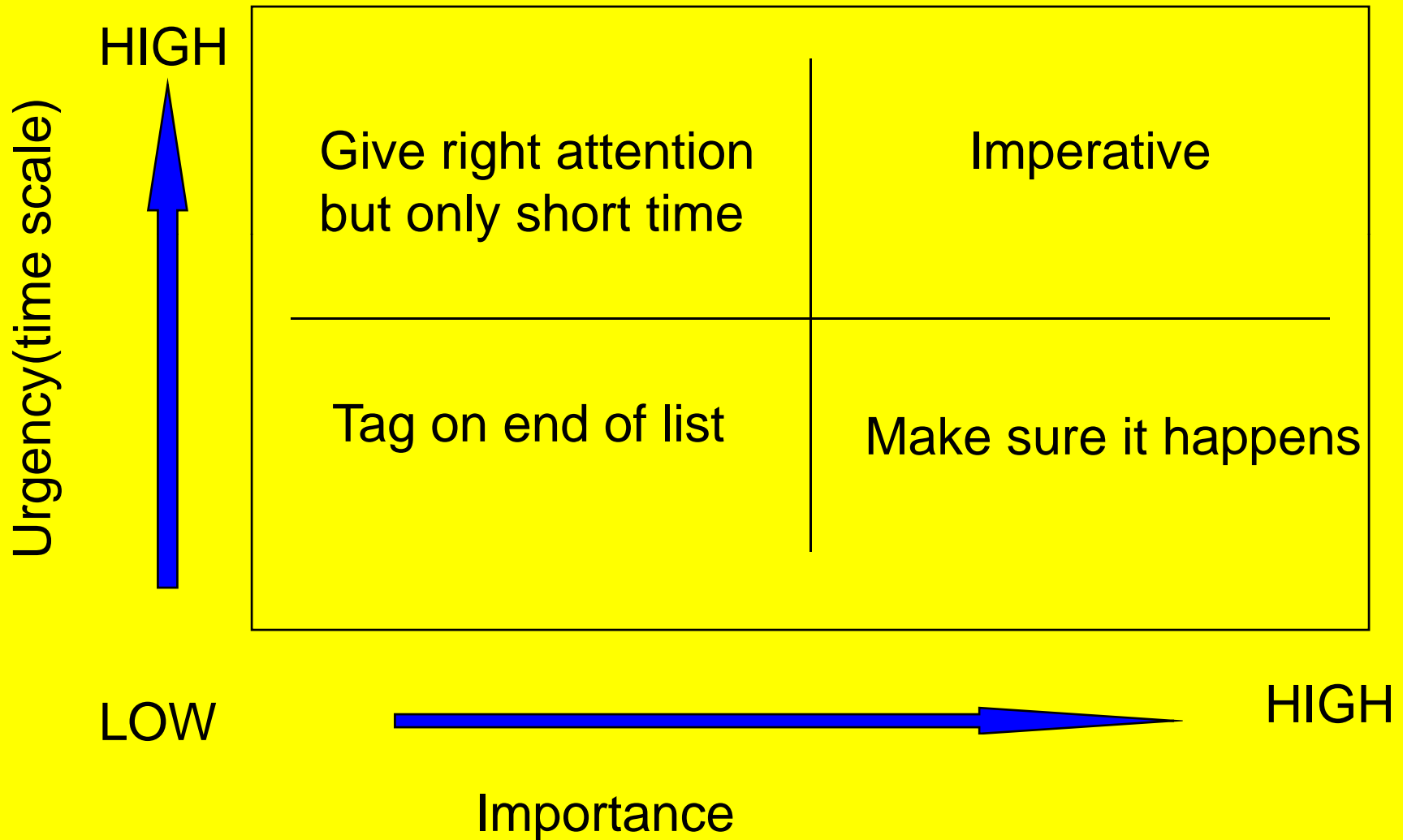
Identify Choices



Evaluate consequences of giving up smoking...

Benefit	<ul style="list-style-type: none">•Savings•Better social standing•Clean taste buds•No smelly clothes	<ul style="list-style-type: none">•Social prop•Physiological prop•Keeps wt down
Cost	<ul style="list-style-type: none">•No social prop•No nicotine kick•No physilog prop•Pain of withdrawal	<ul style="list-style-type: none">•Broncho CA•Reduced social standing•Marred taste buds•Smelly clothes
	Give up smoking	Don't give up

Prioritise options



Review of decision

- Periodic Review
- Ad Hoc review
- Sequential review

Act on the decision

- Decisions without action are worthless, for they are mere pipe dreams, not plans.
- Arnold H. Glasow wrote, Ideas not coupled with action never become bigger than the brain cells they occupied.

In the A& E after an accident

- Survival depends on Age, Vital signs & Injuries
- Knife wound, Bullet wound and blunt trauma can all be fatal
- Stab thro heart fixed with 1 stitch
- Bullet more complicated but can still be fixed
- Blunt trauma -worst (whole body of hurt)

My A&E rules in your world..

- Telecom companies -knife wounds because of Internet and wireless based phone plans.
- Goldman Sachs suffered serious gunshot wounds. But now, the company is even returning government bailout money.
- AIG / GM and Chrysler, -slammed full force
 - acute crisis ; odds of full recovery are long, but still possible with the highest levels of care and support from all available
- As a manager, how are you responding to the injuries this economy is inflicting on your organization?

My Choices in hindsight

- Empowerment and Victimization - the power of choice
- The difference between
 - I have to go to vote &
 - I choose to go to vote so that I don't have to suffer the consequences of another 26/11
- Its OK to fail.
 - Life's lessons & Opportunities

In conclusion....

“ It is impossible to live without having failed at some point unless we lived so cautiously that we might as well have not lived at all in which case we fail by default!”

JK Rowlings in her commencement address at Harvard