

Business Ethics and the Policy Options for DTC Genetic Testing

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What I do

- Business Ethics
 - ...in the biotechnology industry.
 - Ethics in **commercial** contexts:
 - Human **health** biotech; **Agricultural** biotech;
Industrial biotech.

- <http://www.BiotechEthicsBlog.com>

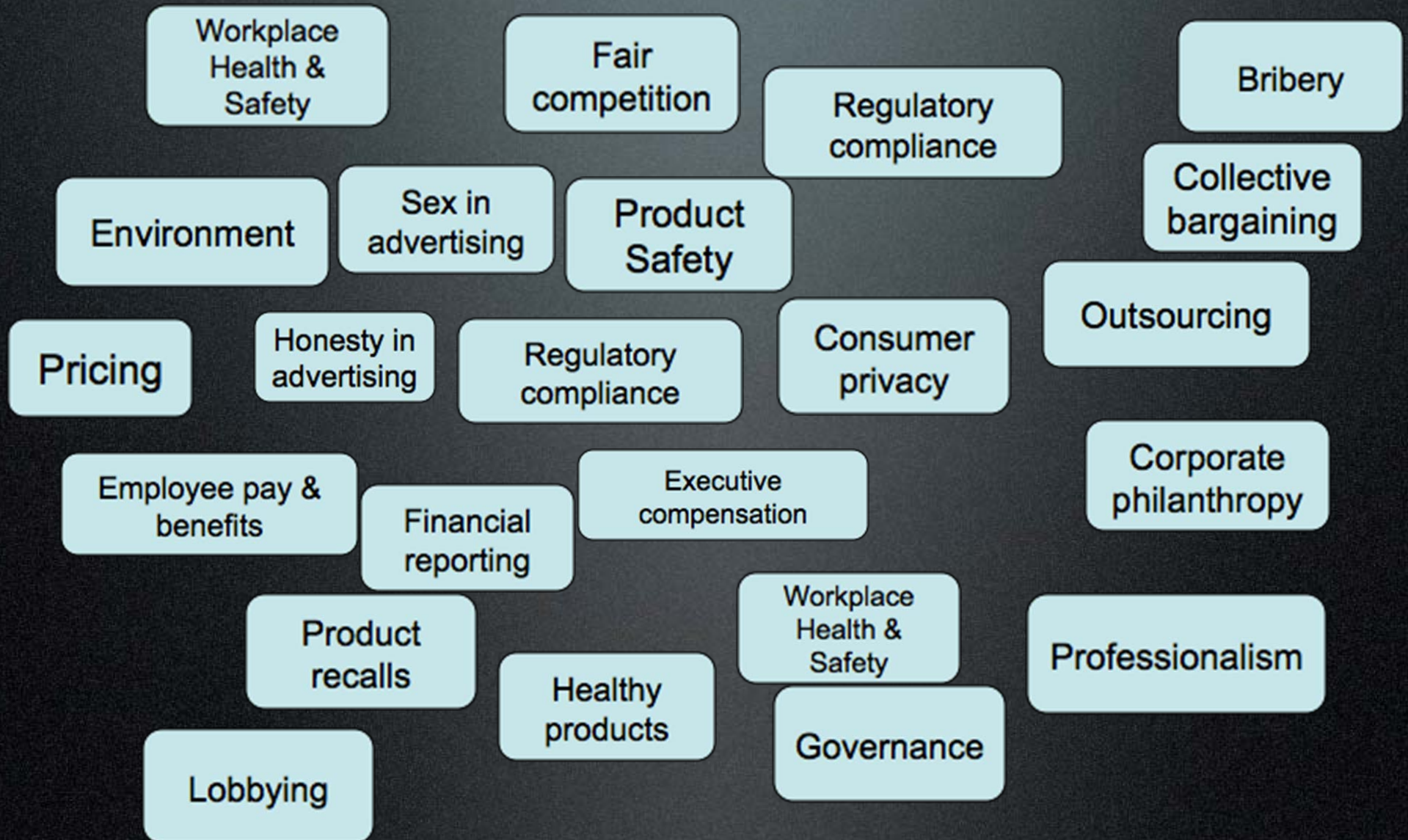
- <http://www.BusinessEthicsBlog.com>

Part 1:

Business Ethics

- Business ethics is the critical, structured examination of how people and institutions should be have in the world of commerce.

Business Ethics includes issues such as...



Basic Normative Outlook

- Business is good.
- Exchange tends to be beneficial.
- ...when fully informed & when without negative effects on outsiders.
- Competitive markets facilitate exchange.
- Business is & should be competitive.
- So long as it's played by the rules.

Vis-a-vis regulation, Business Ethicists Ask:

- How should business behave?
 - What will government to do **encourage** / **discourage** behaviour?
 - What should business do in the **absence** of regulation?

Part 2:

The Draft Policy Brief

- Context / Issue / Background
 - Good overview!
 - 3 comments:
 1. Freedom / safety;
 2. Marketing / selling;
 3. 'Democratic' / ...whatever!

The Draft Policy Brief

- Option 1: “Control Access”
 - Regulation-according-to-risk;
 - Risk of product x: under control of seller of product x?
 - What could socially responsible business look like, here?

The Draft Policy Brief

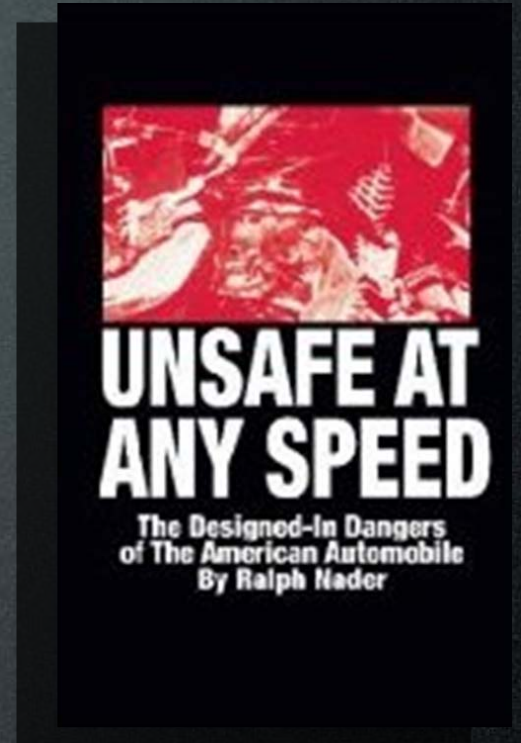
- Option 2: “Enforce Existing Laws”
 - Regulations are good for business...
 - When they make investment safe;
 - When they ensure a level playing field.
 - Unilateral ethical constraint is **harder**.

The Draft Policy Brief

- Option 3: “Enhance Info Availability”
 - Everybody favours information;
 - (There is no anti-information camp!)
 - But what information to provide?
 - “Industry-wide code of practice.”

The Draft Policy Brief

- Option 4: “Wait & See”
 - Briefest, but best?
 - Ask: Where are the victims?
 - Maybe “Wait and see and **monitor** and **exhort.**”

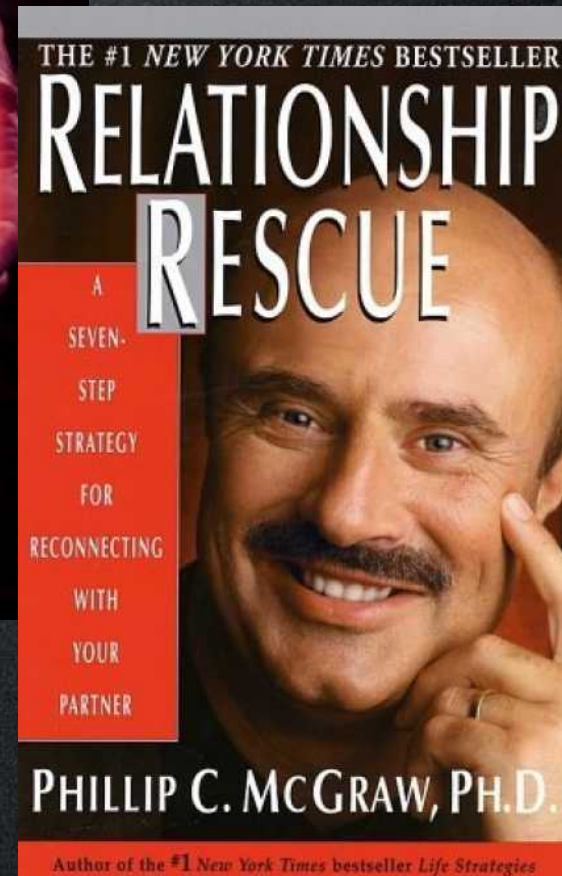
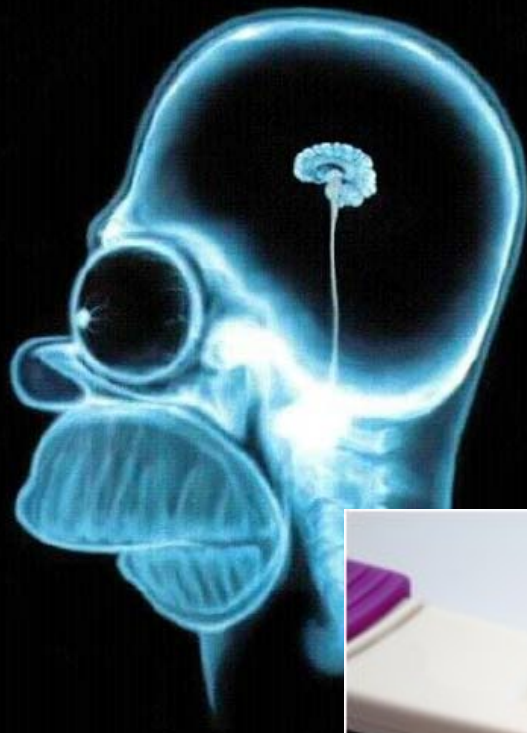


Future Research Questions

- “...examine how consumers...use [DTC-GT] information...”
 - Is this likely useful?
- Which regulatory mechanisms find at least some support **within** industry?
- What regulations will foster stability (& hence investment)?

Future Research Questions

- And finally: what **kind** of product is a DTC genetic test?



Thank you!

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- <http://www.BusinessEthicsBlog.com>