Chapter 21
Social Responsibility of Healthcare Organizations and the Role of the Nurse

Katiuska Lidice Reynaldos Grandón
Universidad Andrés Bello, Chile

Lissette Alejandra Avilés Reinoso
Universidad Andres Bello, Chile

ABSTRACT

Exploring the concept of Corporate Social Responsibility (CSR) implies a must for holistic and regulatory approaches to business ethics. Professionals, executives and employees must demonstrate ethical-based behavior in healthcare. So, the first commitment of the nurse must be caring patients, as without caring them, nurses lose their professional identity. As a result, universities should support the teaching of ethics, while stimulating CSR and values derived from practical training. Experience shows that the methodology of "service learning" seeks to promote the committed participation of students in the teaching-learning process, while delivering a quality service to the community. Correctly inserted into an experience-based pedagogical frame, ethics strengthens critical thinking, problem solving, and encourages solidarity.

INTRODUCTION

Delving into the concept of corporate social responsibility currently involves a step required by the regulatory and holistic approaches of business ethics. It is true that the speech of the Corporate Social Responsibility (CSR) has been addressed since the 1990s and has been emphasized by different disciplines, including business economics, business management and administration, sociology of labor relations, and communications and advertising, to mention some of the most active in the subject (Gonzalez, 2007). But all of them end up resorting to business ethics to resolve questions relating to the nature of the business, the reasons to manage with responsibility guidelines about what their company should be and why it must adopt rigorous approaches of responsibility in their business relations and the main core of their business *(core business)* (Gonzalez, 2007).

Understanding nursing as a social practice means to surpass its technical-operational dimensions proceeding from the direct application of biotechnology-related knowledge and to consider it as one of the many practices of society, with which it shares the responsibility for health (Campos, 2007). The aim focus of the chapter is development through of concept corporate social responsibility in nursing education, therefore show the methodology of service-learning apply in an institution of higher education in nursing of Chile.

BACKGROUND

Social Responsibility in Organizations

Reichlin (2011) infers that there is a contemporary discussion about the needs of health care and the allocation of resources for general medical care that focuses on issues of justice and equality of opportunities; however, he rarely addresses the idea of social solidarity as a central ethical consideration in this context. The author states that the goal of granting the right to basic health care goes hand in hand with universal human rights, both at the national and cosmopolitan levels, highlighting the inherent interrelation between justice and solidarity. In fact, the notion of solidarity is a necessary element for social justice and the support to societies responsibility to health and human solidarity. These components play an important role in the creation of conditions for policies related to the goal of global justice in health care.

Solidarity is the basic moral principle and not only an element of support to the responsibility. Of course, it is important to remember that the report of the International Bioethics Committee of UNESCO (IBC), mentions justice, solidarity and equality as the moral principles of the defense of social responsibility for health as universal human rights. On the other hand, this encourages the reading of social responsibility as "a principle that defines and celebrates our common humanity and our mutual commitment to improve the health of individuals and communities" (Reported by the International Bioethics Committee of UNESCO [IBC], 2010, § 101, p. 45). Humanity, as the key feature of human solidarity, which is the basis of our concern for global justice and human rights, is the principal moral foundation of social responsibility, as proposed by the IBC. This report addressed the concept of social responsibility in the context of health care provision which suggests a new paradigm in hospital management (Brandão, Rego, Duarte & Nunes, 2013).

Governments should provide health care services to their population as a fundamental element whose characteristics are clearly listed: availability, accessibility on the basis of non-discrimination, acceptability and quality. Governments are required, among their "basic obligations", to ensure the right to have access to facilities, goods and services, as well as to a basic quantity of essential food, basic housing and clean drinking water. They have to adopt and implement a national strategy for public health and a plan of action, and provide essential medicines, to cope with health problems of the entire population with special attention to the most vulnerable and marginalized groups. In this regard, it is also the social responsibility of all organizations and individuals working in research, industry and education for the promotion of health (Semplici, 2011).

CSR's duties range from social action to ethics in governance, transparency, labor policies, relationships with providers or sustainable development. Although there is not a single definition for CSR, there is greater consensus on realizing its scope in three areas: work, economic and environmental issues, and in affirming that it goes beyond altruism. CSR has been linked to an increased economic performance,

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