

One can secure a basis for judgment of the materials from an organization if he will consider the:

- a. Character, training, and experience of personnel
- b. Methods of selecting and presenting materials
- c. Motives of organization

2. Selection of a Health Adviser

From the beginning of recorded history, we find in every epoch a group of persons whose function was that of a health adviser. Under modern conditions this single group has become a large number of specialized groups.

The selection of a health adviser should be a deliberate, intelligent, discriminating procedure. It should involve an appraisal of the qualities of the individual as to:

- | | |
|---------------|----------------|
| a. Education | d. Skill |
| b. Experience | e. Personality |
| c. Judgment | f. Character |

The wise selection of a health adviser will be made with greater assurance if we have some conception of the evolution of this important group of individuals.

a. Ancient History of the Health Adviser

A brief survey reveals the health adviser under a variety of names: Priests, magicians, medicine-men.

b. Origin and History of the Physician.

c. Origin and History of the Dentist.

d. Origin and History of the Nurse.

e. Standards for Judgment of Health Advisers

The selection of an individual of such vital importance should be made by drawing upon all the accumulated experience of organized society. Among the facts to be considered may be mentioned:

- (1) Education - medical, dental and nursing
- (2) Organizations - professional standards
- (3) Ethics - illustrate motives
- (4) Legal standards - express group rating.

f. Selection of a Physician

The physician is one of our most important health advisers. His selection is frequently made either in a haphazard fashion or on an emotional basis. The individual can secure some valuable guidance if he will make the selection by the application of a set of specifications which may be summed up as follows:

- (1) Licensed to practice by the State
- (2) Graduate of Grade A medical School
- (3) Hospital experience or its equivalent
- (4) Member of medical society
- (5) Member of hospital staff
- (6) Personality, character, and ethical standards.

The search for an individual who can fulfill these specifications is a difficult but worth while effort. One may be assisted by consulting a Grade A medical school, health department, secretary of county medical society, reputable apothecaries and A.M.A. Directory.