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Healthcare Business News

Outliers: Sure, we've heard of bad raps ... but this is ridiculous

Posted: November 23, 2009 - 12:01 am ET

Tags: [California](#), [Cigna](#), [Massachusetts](#), [Outliers](#), [Preventive Services](#), [Washington](#)

Look up the adjective "cringe-inducing" in the dictionary. (Go ahead. *Outliers* will wait.)

Find anything? If not, that might be because lexicographers have not yet seen the new public service announcement from the Washington-based Lung Cancer Alliance, which is using a hip-hop parody video to promote cancer awareness.

The video, "Waitin' Room Service," depicts a physician-rapper Lothario named Dr. Lung Love surrounded by a harem of nurses in scrubs who perform such nurse-like tasks as writhing on beds surrounded by tongue depressors and dancing in sync wearing sequin-encrusted OR scrubs while the good doctor dispenses information about high lung-cancer rates among women.

The video, available on YouTube at bit.ly/3nlObN, is a shot-for-shot remake of the "Hotel Room Service" music video from California rapper Pitbull, who has come a long way since his breakout performance as a guest rapper on Lil Jon's 2002 album, "Kings of Crunk."

But the 8-year-old advocacy group Truth About Nursing, which got its start protesting how nurses were depicted in the TV show "ER," is taking issue with the Lung Cancer Alliance's new effort: "We get that the LCA video is a 'joke' (really we do), that we are not looking at real physicians or nurses, and that to some extent the video is poking fun at the rap conventions it employs, or at least having fun with how it can adapt a group-sex-in-a-hotel scenario to a get-checked-for-cancer one. But that will not stop viewers from internalizing the assumptions that play into powerful stereotypes they already have: that female nurses really are the submissive sexual playthings of male physicians."

Will Truth About Nursing's efforts stem the tide of healthcare-related hip-hop parodies? *Outliers* can only hope.

Earlier this month Cigna Corp. won plaudits from Partnership for Prevention for its YouTube pandemic-awareness video (at bit.ly/3lqvjq) for kids featuring a University of Massachusetts physician rapping under the stage name DocRock and spinning lyrical flow such as, "Keep your fingers outta your eyes, mouth, and nose/cuz that the places H1N1 goes."

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