



Award-winning Healthcare Business News, Commentary and Opinion

Welcome **Sandy** | View your profile | Not Sandy? Log out

Follow **Modern Healthcare** on Twitter

[CLICK HERE](#)

ModernHealthcare.com

Home | Breaking Healthcare News | Lists & Rankings | Awards & Honors, Events | Videos, Podcasts, Webinars | Marketplace | Jobs

Search



Business Intelligence supports a culture of quality.
Success stories and lessons learned from 3 major hospitals.

[CLICK HERE FOR FREE WHITE PAPER](#)

The News You Need.

DAILY DOSE

[CLICK TO SUBSCRIBE](#)

Healthcare Business News

[REPRINTS](#) [PRINT](#) [BOOKMARK & SHARE](#)

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

Posted: November 23, 2009 - 5:59 am ET

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 nursely 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/3nIObN, 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."

What do you think?

Write us with your comments. Via e-mail, it's mhletters@crain.com; by fax, 312-280-3183.

Advertisement | [Your Ad Here](#)

This Week's Issue



Top Stories

- To err is expensive
- Outpatient outlook
- They're just saying no

Chart

- Largest skilled-nursing companies

More

- Table of Contents
- Digital Edition
- Subscribe

GE Healthcare

Up & Comers

WITT / KIEFFER
Leaders Connecting Leaders

Search [Go](#)

Advanced Search

Events

Best Places to Work in Healthcare (ranked)

Live@ News

Trendwatch

Awards & Honors

Features

Databank/Surveys

Ongoing Surveys & Respondents

Exclusive Series

Special Sections
& Supplements

Multimedia

Webcasts/Webinars

Video

Photo Gallery

Podcasts

Special Sections

International

Legislation/Regulation

Public Health

Regional News

Regular Features

Supply Chain

Sponsored

Architectural Showcase

Jobs/Career Center

Case Studies
& White Papers

Classifieds

Marketplace

NCHL Award

Customer Service

Subscribe & Renew

Marketing

Advertising

Reprints/Licensing

View My Profile

Contact Us

E-Newsletters

Advance Notice

Daily Dose

Health IT Strategist

Modern Healthcare Alert

Modern Physician

Most Requested Articles

E-mail Delivery Issues



Related Articles

Outliers: Dartmouth-Hitchcock's new proposal

November 23, 2009

Outliers: Maybe my cell phone can diagnose that

November 23, 2009

Outliers: Quotable

November 23, 2009

What's on Santa's wish list? H1N1 vaccine

November 18, 2009

Medicare fraud suspect (and Santeria priest) caught after two years on the run

November 17, 2009

[More Related Articles >>](#)



Healthcare News

Healthcare Breaking News
Today's Newsmakers
This Week's Issue
Daily Dose Archives
HITS Archives
International News
Outliers Online
Most Requested Articles
Regional News
Modern Physician
News Feeds

Special Reports

100 Top Hospitals
By the Numbers
Construction Digest
Cost of Quality
Disaster Preparedness
Exclusive Series
Flu Fight
Healthcare Hurricane
Infection Control
Information Edge
International Healthcare
Legislation/Regulation

Healthcare Events

Best Places to Work in
Healthcare
Leadership Forum
Trendwatch
Add Your Healthcare Event
Event Calendar

Multimedia

Videos
Webcasts/Webinars
Podcasts
Photo Galleries

Awards & Honors Programs

100 Most Powerful People in Healthcare
50 Most Powerful Physician Executives
Top 25 Minority Executives
Top 25 Women in Healthcare
ACHE Awards
Best Places to Work in Healthcare
CEO IT Awards
Design Awards
Health Care Hall of Fame
IT Case Study Contest
National Quality Forum
Spirit of Excellence

Lists and Rankings

Surveys, Lists and Data
Ongoing Surveys
Survey Respondents
By the Numbers
Sponsored Content
Architectural Showcase
Healthcare Jobs
Case Studies
Classifieds
Marketplace
NCHL Award

Reader Services

Free Registration
View my profile
Subscribe

Advertising Opportunities

Media Kit
Email List Rentals
Reprints & Licensing
Reasons to Advertise

Contact Us

About Us

Columns

Reporter's Notebook
Guest Commentary
From the C-Suite
Daily Reader Forum
HITS Reader Forum

Outlooks
Payers and Purchasers
Recovery Audit Contractor
(RAC)
Supply Chain
Strictly Finance
Workforce Reports

Trustee of the Year
Up & Comers

Business Staff
Customer Service
Editorial Staff
Marketing Staff
Partnership Proposals



Copyright 1996-2009 Crain Communications, Inc.
Privacy Statement | Terms of Use