Abstract: The bioethics profession is in crisis. The profession is losing jurisdiction over its work as its work is ignored by decision-makers. To understand this development I first conduct a sociological explanation of the history of the profession. The profession emerged as a solution to a conflict between scientists and theologians in the 1960s, and soon gained jurisdiction over many ethical tasks. However, the particular profession design-decisions made in this era have turned out to not be adaptive. An environmental change that occurred in the early 1980s and has accelerated to this day changed the consumer of the bioethical product, and thus the previously designed methods of the profession are not as convincing as they once were. I finish by suggesting a change in the methods used by the bioethics profession that will make its ethical recommendations more democratically legitimate and a better fit with the current social environment.