

## SECTION XXIV. MEDICAL SCIENCES AND PUBLIC HEALTH

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### MAIN ASPECTS OF ETHICAL STANDARDS DEVELOPMENT IN THE FIELD OF MEDICAL AND PHARMACEUTICAL EDUCATION

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**Abstract:** *The activity of a doctor and pharmacist is aimed at preserving the patient's health, therefore, requires a specialist to treat a person humanely, respect for his or her personality, goodwill, complicity, tolerance and justice. Studying the basic principles of ethics and deontology while studying at the university will allow you to apply your knowledge in practice, which will ensure the inadmissibility of errors in work, teach you to control yourself, and orient you to a constant striving to improve your knowledge of medicine and pharmacy. Adherence to the norms and principles set forth in the Code will help to establish a constructive dialog between a doctor, pharmacist and patient.*

Today's time is characterized by great and rapid changes that require not only high knowledge but also the ability to present it. These changes are dictated by the

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introduction of the latest technologies into our lives, against which the values of a specialist are being reassessed [1]. Unlike other professions, medicine requires constant learning and many personal sacrifices, which means that it is not just a job - it is a lifestyle, as medical school is a very complex and stressful process, impossible without patience and perseverance [2]. Therefore, one of the tasks, in addition to providing professional skills, is to train a specialist with high standards of life principles, since the patient's life and health are the fundamental values that underlie the specialization. The activities of a doctor and a pharmacist are aimed at their preservation, therefore, require a specialist to have a humane attitude towards a person, respect for his or her personality, goodwill, complicity, tolerance and justice [3]. At all times, medicine and pharmacy have been a mission of mercy and compassion for one's neighbor, and Bukovinian State Medical University is trying to train such a specialist, where considerable attention is paid to the study of the principles of ethics and deontology in the educational process.

The aim of the study was to identify the main aspects of the formation of ethical standards in the field of medical and pharmaceutical education and their impact on the practical activities of future specialists.

Throughout the history of human development, certain ethical standards have existed in various fields [4]. Already in ancient medicine, a doctor who combined two specialties (physician and pharmacist) had to use a code of necessary and moral standards. These principles were further developed in the works of the founder of medical ethics, Hippocrates (460-377 BC), especially in his well-known Oath [5]. This document with pronounced humanistic ideas has been a measure of the high qualities of the medical profession for many centuries. In Ukraine, at the All-Ukrainian Congress of Medical Organizations and the X Congress of the All-Ukrainian Medical Society (AMS) in Yevpatoria on September 27, 2009, the Ethical Code of the Ukrainian Physician was adopted and signed [6]. The Code of Ethics for Pharmaceutical Workers of Ukraine was adopted at the VII National Congress of Pharmacists of Ukraine (September 15-17, 2010), an integral part of which is the Rules for the proper promotion of medicines by pharmaceutical companies to healthcare professionals [7].

Pharmaceutical deontology, as well as medical deontology, is a part of general ethics and addresses issues of preferences, morality, and includes standards of behavior, a sense of professional honor and conscience of a medical or pharmaceutical professional [8].

Deontology is a set of ethical norms and principles of behavior of a medical professional in the performance of his/her professional duties. Deontology is the practical application of medical ethics. The term "deontology" was introduced by the English philosopher I. Bentham in his book "Deontology, or the Science of Morals", where deontology was understood as personal behavior of an individual and somewhat opposed to ethics, which in the generally accepted sense at that time was a social institution that studied the correct behavior of people in society. Violation of the rules of deontology can lead to such a pathology as iatrogeny, a psychogenic disorder caused by incorrect, careless statements or actions of a medical professional. Therefore, an important principle is to adhere to the basic deontological rule - do no harm during diagnosis or treatment, in which it is unacceptable to quickly adopt new legal acts without taking into account issues of medical ethics and deontology.

Reforms in the public healthcare system, one of the main tasks of the future doctor, involve parity relations with patients at all levels of medical care [9]. The purpose of this communication is the mutual benefit of both the patient from the

treatment received and the doctor from the results of his or her work. The introduction of insurance medicine, various forms of paid medical services, hospice medicine, etc. bring to the fore the need for a partnership between doctor and patient. The need to behave correctly and with dignity in the most emergency situations requires the study and widespread application of a number of norms and principles of medical ethics and deontology in the practice of a doctor. The academic discipline "Dentistry in Medicine" studies the principles of behavior of healthcare professionals in order to ensure maximum benefit for the patient. The purpose of medical deontology is to form in students high principles of spirituality, morality and medical and deontological approaches in the future profession of a doctor, to understand the place and role of medical deontology in the complex treatment, rehabilitation, diagnosis and prevention of diseases. A number of relevant competencies are formed in future doctors when communicating with patients in the senior years of studying clinical disciplines and in the process of further practical activity in the medical field after graduation. As a result of studying the discipline "Deontology in Medicine", students of the Medical faculty study the key issues of legal and ethical aspects of medical activity of a doctor; ethical laws and positions in medicine; human rights in the health care system; provisions on patient consent to certain types of medical interventions; the essence of professional morality of a doctor in modern society; moral, ethical and legal aspects of regulating the activities of medical workers; medical offenses, official crimes and liability for them; official documents. The students develop the skills and competencies to communicate professionally with understanding and compassion with a sick person; to form proper professional relationships of the future doctor in the team and when communicating with patients both during training and in the performance of medical, scientific, research and other activities; to keep medical secrecy and loyalty to the Hippocratic Oath; to use knowledge of deontology and medical ethics in various areas of professional activity of a doctor. Thus, doctors should have a broad outlook, be well- educated, thinking, unselfish professionals and at the same time be attentive and cordial to patients. The deontological aspects of the relationship between a doctor and a patient, a doctor and medical staff, a doctor and pharmaceutical representatives, patients and representatives of insurance companies, doctors and heads of healthcare structures are of fundamental importance for improving the efficiency of medical care. There is no doubt that pharmacists play a significant role in the treatment process, as they hold the main key to recovery. He or she can provide highly qualified assistance to both the doctor and the patient in choosing medicines. When naming the composition and use of medicines, the pharmacist is obliged to explain to the patient the rules for the use and storage of medicines, especially if they are intended for children, the elderly or prescribed for the first time. A pharmacist should be distinguished by such features as great love for the patient, self-control, inadmissibility of mistakes in work, constant striving to improve the level of knowledge in medicine, the ability to apply this knowledge in their practice, constantly improving the knowledge of the population in the field of scientific medicine (regarding self- medication), these aspects are emphasized in the study of the discipline "Ethics and Deontology in Pharmacy".

Pharmaceutical deontology studies the principles of behavior of the pharmaceutical team aimed at maximizing the benefits of treatment and preventing the harmful effects of inadequate medical work.

In their professional activities, pharmacists constantly communicate with patients and their relatives. The complexity of the pharmacist's relationship with patients lies in the fact that everyone goes to a pharmacy, while only patients in their

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specialty go to a doctor. When addressing a patient, a pharmacist should know that, in addition to medicines of chemical, plant and animal origin, there are also "spiritual" medicines. The obligation to take care of the patient's health requires a special feeling and attention to the patient from the pharmacist and the pharmacist.

The relationship between a pharmacist and a doctor is of great importance for positive treatment, which is manifested not only in maintaining the mutual authority of the pharmacist and the doctor, but also in the information work of pharmacies. Doctors should know the number and range of medicines available in the pharmacy and use them widely in their practice. Such interaction between pharmacists and doctors prevents them from prescribing medicines that are not available in pharmacies. Ukrainian doctors and pharmacists should act in the interests of the population.

Thus, a student's educational activity in a higher education institution is not only about acquiring professional skills, but also about forming and developing a student's personality with high moral views.

**Conclusions.** Compliance with the norms and principles set forth in the Code will help to establish a constructive dialog between a doctor, pharmacist and patient. The principles of ethics and deontology in the medical and pharmaceutical professions are the moral guideline that will help increase public confidence in medical and pharmaceutical professionals. The introduction of the latest technologies into the medical and practical sphere, expansion and strengthening of the material base of medical institutions and the range of pharmaceuticals is important, but the issue of the moral qualities of a healthcare professional, his/her attitude to his/her professional duty remains relevant, since the moral character and personal training of a specialist ultimately determines the significant success of healthcare on a national scale.

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