

THE ART OF COMMUNICATION BETWEEN MEDICAL PROFESSIONALS AND PATIENTS

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ABSTRACT

This article examines a pressing issue in clinical medicine: medical ethics and deontology. It presents a modern understanding of the fundamentals of medical ethics and deontology. Medical ethics and deontology are important components of the work of medical professionals. Various aspects of this problem are examined, revealing the multifaceted nature and complexity of the tasks of developing the personality of medical professionals. **Keywords:** ethics, deontology, medical professionals.

INTRODUCTION

Medicine has extensive experience in helping sick people, who have specific specificities that distinguish it from other professional activities. Medicine is characterized by ethical and moral norms determined by the economic and socio-political systems. The term "ethics" was first coined by Aristotle, who understood it as the study of human morality.

Deontology (from the Greek *deontos* - "due") is the study of proper behavior and actions. In other words, it is a set of ethical rules, norms, and principles that guide a medical professional. It's important to remember that "doctors aren't born, they're made." Three components are necessary to develop a physician: first, medical knowledge; second, the application of this knowledge in practice, i.e., mastery of medical techniques and procedures; and third, a physician must possess a special character (selflessness), demonstrate a high sense of responsibility for their actions, and possess a thinking and behavioral style based on moral and ethical standards, with a certain empathy for the patient.

The term "ethics" was first coined by Aristotle, who defined it as the science of human morality. The term "deontology" is of Greek origin, where "deon" means "proper" and "logos" means "teaching." This term was proposed by the English philosopher I. Bentham in the 19th century as a name for the science of human professional behavior.

PURPOSE, OBJECTIVES, MATERIALS, AND METHODS

The purpose of this study was to examine the current state of medical ethics and deontology through an analytical review of the scientific literature.

RESEARCH RESULTS

Medical ethics and deontology are the sciences that substantiate the principles of conduct of medical personnel, facilitating the creation of the necessary environment during examination, treatment, and rehabilitation of patients. This takes into account not only the conditions that promote the beneficial effects of treatment but also measures that prevent negative outcomes. In this case, we are talking about the proper behavior of all medical personnel in the interests of protecting human health.

Medical deontology, taking into account all social, psychological, and professional aspects, includes several areas related to relationships, each of which requires in-depth study and understanding.

1. Doctor and patient (moral issues of relationship and interaction);
2. Doctor and the patient's environment, including the immediate environment (relatives, friends, coworkers, etc.);
3. Doctor and society, the state, law, and the law;
4. Doctor and colleagues, doctor and medical staff, and relationships between medical professionals.
5. Doctor and their attitude toward themselves, their self-esteem, and their assessment of successes and failures (self-monitoring).

Medical deontology in public relations must encompass all five areas. At the same time, the physician's moral character, professionalism, breadth of knowledge, and ability to tactfully communicate with patients, persuading them of various aspects related to health or illness, are especially necessary in the "Doctor and Patient(s)" aspect.

Medical ethics and deontology are built, first and foremost, on the foundation of high medical morality. The key elements in medical ethics and deontology are the relationship between the healthcare professional and the patient, high professionalism, and the relationships between healthcare professionals.

For medical deontology as a subject, the use of standards is also possible. For example, the professional and ethical qualities of a physician, especially in their work promoting a healthy lifestyle among the population, can be defined by certain standards:

- education (including medical knowledge);
- mastery of all the skills needed to promote a healthy lifestyle;
- the ability to correctly express one's thoughts and analyze a situation;
- goodwill;
- correctness (tact).

Undoubtedly, all the listed standards (criteria) for a good doctor should, of course, encompass other areas of deontology.

Ethical and deontological convictions and the moral character of a physician in their daily work are expressed primarily through interactions with patients, patients, relatives of patients, colleagues, and coworkers. The physician's authority in society also plays an important role.

Communication issues are a complex, multifaceted process of establishing contacts between people, including the exchange of information, perception and understanding, and often the evaluation of another person. Communication is an important psychological category with its own dependencies.

In deontology, a physician's behavior is an important aspect of psychological and pedagogical content. **Intelligence, tact, the ability to listen and guide a patient's thoughts in the right direction**—these and other positive qualities should be inherent in modern physicians.

In any form of communication, much depends on the culture and moral character of the people involved: some are polite and strive to understand and help others, while others are rude, tactless, seek to get rid of the other person, treat them disrespectfully, and sometimes even

insultingly. Communication technique is important: the ability to establish rapport, understand and build relationships, and penetrate the inner world of another.

Various means of communication are known: gestures, facial expressions, intonation, etc., but the most important is the doctor's speech.

The dialogue between doctor and patient should proceed within the framework of goodwill and genuine interest on both sides and be aimed at achieving a common goal: maintaining and improving health.

The doctor's primary task is to maintain hope, for it is the primary condition for recovery. The ancients said that "the patient needs not so much an examination as supervision." They need to be listened to, they want to believe that the doctor cares whether they live or die, they want to be assured that the doctor is concerned about their health. The doctor's demeanor, even their very presence, creates the conditions for the patient's recovery or, conversely, the deterioration of their condition. No modern methods or cutting-edge equipment can replace the doctor as a healer.

Therefore, the doctor's art lies in developing the right attitude toward individuals: both the patient and their loved ones.

A doctor's speech (the words spoken during a conversation with a patient) is important in ethical practice. A doctor's speech should not only be clear but also contain essential information. Furthermore, speech and voice should be harmonious, noble, and pleasant whenever possible. Speaking to a patient should be avoided, including being too loud, noisy, fast, rushed, or harsh.

Medical confidentiality in deontological practice dates back to ancient times and is defined in the Hippocratic Oath as one of the leading elements in the work of a physician.

Medical confidentiality is information about the illness, personal and intimate life of a patient that becomes known to medical workers in the course of performing their professional duties.

For a long time, maintaining medical confidentiality was considered merely a moral norm, a moral obligation for medical professionals.

Constantly improving one's lifestyle is an important aspect for physicians. Therefore, from the very beginning of their career, physicians must accustom themselves to valuing their time and managing it wisely. Physicians set aside time daily for self-improvement, learning new things in their specialty, and constantly consulting scientific literature, including online. They must constantly stay informed about political, social, and economic events both in their own country and abroad.

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