

Боликова В.В.

*Научный руководитель: преподаватель В.В.Воронова  
ГБПОУ ВО "Муромский медицинский колледж"  
602256 Муром, Владимирская обл., Ковровская ул., 18,  
E-mail: mur\_col@mail.ru*

### **Controversial issues in the pharmaceutical ethics**

Ethics is “moral principles that govern a person's behavior or his activity” or “the branch of knowledge that deals with moral principles” [4]. It’s known that every person has to be aware of all ethical aspects of his occupational work or professional activities. Pharmaceutical ethics also set special standards for proper relationship between the pharmaceutical industry, the health care and the public.

The purpose of the report is to determine the major ethical challenges in the pharmaceutical industry and in the practice of pharmaceutics and to consider the pharmaceutical ethics as unity of knowledge and practical skills helping pharmaceutics in their work.

There are some major challenges in pharmaceutical industry, such as:

- Ghostwriting. It means ‘to work as a ghostwriter. This term is defined as a professional writer who is employed to write articles but authors remains anonymous [5]. In medical studies ghostwriting is considered to be an unethical behavior or a form of plagiarism. It means that pharmaceutical companies pay to have research studies written for publication. This publication may show their product in a more positive light than warranted.

- Biased research results. Pharmaceutical companies and medical journals that sponsor research reports only “positive” results. They leave out the negative findings or non-findings results where a new drug or procedure may have proved more harmful than helpful [5].

- Prescription data mining. It is an important marketing tool for pharmaceutical companies. These companies are able to observe and track what doctors prescribe. Drugstores compile databases that show how many and which medications individual physicians prescribe. This information is bought by pharmaceutical companies. It is used by drug reps to target particular doctors in their sales and other marketing efforts.

- Promotional speaking. It means that pharmaceutical companies hire prominent physicians to give promotional talks to other doctors. This method is used with goal of promoting their product.

Moreover, preference for material benefit over professional duty is the main reason of pharmaceutical medicine problems.

Some of the organizations and institutes have developed ethical codes for pharmacists. Ethical codes are documents written to persons. They also help to make right decisions.

There are some fundamental points of ethics codes for pharmacists:

- To encourage to patients to seek as much information as they wish. A patient and their personal medical advisors should be able to discuss treatment options;

- To ensure that information provided to patients and members of the public is appropriate and accurate;

- To ensure all the evidence on which doctors should make their decisions is freely available;

- To report all clinical trial outcomes.

Thus, knowledge of pharmaceutical ethics is the basis of proper relationship between the medicine and the public determining the behavior standards.

We conducted a survey of 519 persons by separating them into 3 groups in accordance with the type of employment: the students of pharmacy department; the pharmacists and the patients. Respondents were also separated into 6 groups according to their age. The study showed the level of knowledge of the students and pharmacists regarding the ethical aspects of the pharmacy profession. Analysis of the results of the study allows us to come to the conclusion that pharmacists have much influence on patients’ choice of medications.

### **Литература**

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