

## **PHENOMENON OF IATROGENIC AND MEDICAL PRACTICE**

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Verbal and nonverbal factors affecting the patient's condition became the object of studying considering a doctor and a patient interaction in the context of their mutual understanding. We are talking about actions that can cause a patient's complications of the disease or mental disorder. Iatrogenic is a mental condition characterized by painful reactions caused by communication with a doctor, which in some cases can lead to a pathogenic situation. The problem of iatrogenic was investigated by such authors as Oswald Bumke, Roman Luria, and Konstantin Platonov, who analyzed the mental aspect of iatrogenic. Now the meaning of this phenomenon has expanded and it is regarded as "a defect of medical work". Among the main sources of iatrogenic are: wrong conducted health education, doctor's or pharmacist's individuality (categorical statements of "all-knowing the pros" easily inculcating his views and opinion); the personal characteristics of patient: nervous patient with non flexible mind exposed to complications. Sometimes the role of the patient individuality may be so severe that it is not a fault of the paramedics but the "mistaken iatrogenic". The appearance of iatrogenic depends not only on the actions of the "man in a white coat", but also the perception of the patients. That's why the source of problems becomes a "far-fetched" component. The classification of iatrogenic is wide: psychogenic (caused by careless and misunderstood statements of medical worker about the health of the patient); medical (caused by effects of the medicine); traumatic (medical action of damaging factors of physical and mechanical nature), infectious (includes all the cases of infectious diseases, the contamination that occurred in the provision of medical care); mixed (caused by the action of several damaging factors). The main reasons of iatrogenic effects are: the imperfection of medicine, intensive development of treatment methodic, increasing of a number of damaging factors, inappropriate "over awareness" of patients. Subjective factors are associated with individual characteristics of pharmacist or doctor: lack of skills, lack of interest in the patient evaluation, etc. Adequate attitude of the patient to the process of treatment and readiness for a dialogue are very important factors. Exception of iatrogenic effects of treatment is an ideal for specialists. Among the main methods to prevent such kind of difficulties are: high level of ethic education of future doctors and pharmacists, following the principles of medical ethics, which are based on understanding and compassion for the patient. The content of documentation and other treatment information for patient should be analyzed better. Iatrogenic aspect of pharmaceutical practice could be minimized in the case of the correct reaction of provisor to the doctor's appointments and highly professional attitude to patients. It should be noted that biopharmacy is a special branch of pharmacy which deals with the prevention of some medical and iatrogenic complications.

Each medical practitioner should remember the golden rule of treatment: "Do not harm!" and the patient should have an adequate reaction to the process of treatment to preserve a health and solve the iatrogenic problem.