

ETHIC ASPECT OF SELF-MEDICATION PROBLEM IN MODERN MEDICINE AND PHARMACY

Pylypenko M.

The National University of Pharmacy, Kharkiv, Ukraine
socialsciences@mail.ru

XXI century is a period of pharmaceutical progress! New drugs and dietary supplements fast appear at the pharmaceutical market. Mass media is full of pharmaceutical advertisement. Evolution of the chain doctor – patient – pharmacist is a result of progress. Patients became more demanding, less contact the doctors, because it takes much money and time. That's why we have a problem of self-medication and its consequences.

This problem is widespread in our country. It is caused by such reasons as: lack of money for payment to doctor or buying some medicine, fear of job loss, because the labour market is overcrowded and it's hard to find it. That's why patients buy medicine on the advice of the pharmacist, on the basis of self-diagnosis. Any doctor and pharmacist can confirm now that it is much easier to treat a disease that has not passed in the chronic stages. In addition, some diseases can cause an emergency condition which can be dangerous for the patient's life. If atherosclerosis being treated wrong it can lead to some form of stroke which often is a reason of death.

It should be noted that this problem doesn't occur only here, but in Europe. According to the UK Office for National Statistics there are more than 600 certificates of death in a year, which were caused by the medication sold without a prescription. Agency Reuters reports that 81% of Americans use at least one medication per week.

There are many solutions of this problem. Most of experts believe that self-medication will be less if pharmaceutical advertisement will be prohibited. Others propose to establish a strict control over the pharmacies.

Summing up, I would like to propose solutions to this problem in our country. First is a healthy lifestyle of the population. Second is the spreading of information about the dangers of self-medication in form of advertisements, posters, and banners. The third is to provide public resources to treatment. This problem is actual for our country and we must remember that before taking an advice from the Internet or from a neighbor to recall an old Latin saying: "Vivere est cogitare" – "To live is to think".