Materials and methods. In the scientific paper were used as study material the statistical data of the National Bureau of Statistics of RM, of the Center for Health Management, reports from medical institutions and medical documentation. There were used systemic, statistical, and bioethical methods.

Results. An estimated 800,000 people have committed suicide annually throughout the world, but the attempts are 20 times more. Bioethics sees suicide as a form of aggression as a reflection of a social pathological state.

Conclusions. Nowadays, there are a number of theories that have attempted to explain the suicidal phenomenon, but all together, even individually, they haven't been able to fully get into the essence of this social phenomenon. It is quite difficult to find those things that defy the laws of nature, and that is because the suicidal act cancels out the instinct of survival with which we are born with and which is engraved in our genes. However, suicide is an extremely present and current phenomenon which, as days pass, extends like an epidemic among the population.

Key words: suicide, bioethics, suicide attempts, epidemic

390. BIOETHICAL ASPECTS THE EFFECT OF PLACEBO IN FAMILY MEDICINE

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Introduction. The history of using the placebo effect for therapeutic purposes has seen success, but also incredible victories. Over the years, the use of the placebo effect with the therapeutic goal is crossed by ethical dilemmas, which still it a controversial topic. The placebo effect is recorded in a large number of patients and it is important to study it in accordance with bioethical principles.

Aim of the study. To reveal the conditions that increase the efficacy of placebo treatment in family medicine.

Materials and methods. Were used both scientific materials published in the country and abroad (internet sources, articles, monographs, surveys, etc.) and personal sociological observations. Were applied bioethical and sociological methods.

Results. According to observations efficacy of the treatment depends on the use of the placebo effect in the best conditions within the doctor-patient relationship. The patient's trust in the doctor is particularly important.

Conclusion. Relationship between doctor and patient is the basic condition to achieve the effect of placebo. The involvement of ethical components in the doctor and patient relationship optimizes the desired effects in the clinical use of placebo.

Key words: medicine, ethics, effect of placebo, relationship between doctor and patient

391. BIOETHICAL BENCHMARKS IN COUNSELING MEDICAL WORKERS, UNDER PALLIATIVE CARE SERVICES

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Introduction. A well-developed medical system is one that cares about all categories of patients. But the way in which it takes care about severely ill patients shows maturity and empathy degree of a society. I will try to point out some of the most important bioethical challenges in palliative care and to identify solutions for them.