Introduction. The endocrine system coordinates the functions of various organs through hormones that are released into the bloodstream from specific cell types within the endocrine glands. Contemporary endocrine disruptions are multifactorial, many of the conditions are determined by the natural and social environment. In the case of patients with endocrine disorders, the polydimensional approach addresses the diversity of factors, namely from the conceptual positions of different fields: sociology, biostatistics, medical management, social medicine. Still more pronounced, bioethics is involved with a dual role, regulator and direct involvement in the strategy of the medical act

Aim of the study. To explore the multidimensional approach of patients with endocrine disorders. Optimizing the medical act by involving bioethics.

Materials and methods. Consulting of scientific, statistical-sociological and ethno-bioethical publications autochthonous and from abroad. The methods that were applied: analytical, descriptive, bioethical, and sociological.

Results. Endocrine disorders nowadays are a major health challenge and affect more and more people, and the indifference to this situation has an ever more pressing impact on the world's population. In case of endocrine disorders, the doctor-patient relationship must be a special, collaborative one. This is a particular relationship in the context of care of the contemporary patient with endocrine disorder. Nowadays there is a new form of ethical thinking in medicine - the bioethical one - which examines the problems in order to respect the life, autonomy and dignity of each individual throughout his life. Optimization of endocrine medical act through the involvement of bioethics has a favorable role for both the patient population and the general medical field.

Conclusion. 1. The patient with endocrine disorders is a real challenge to approach that requires a psychological, medical treatment throughout his life and a radical change in lifestyle. 2. Endocrine problems are both medical and social, requiring continuous education in multidisciplinary patient teams. 3. A significant importance has the involvement of bioethics in the endocrine medical act.

Key words: bioethics, endocrine disorder.

387. BIOETICAL ASPECTS OF THE PLACEBO AND NOCEBO EFFECT IN THE MEDICAL ACT

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Introduction. The use of words, mimics and the promotion of the properties of some drugs have a considerable effect in medicine. Every doctor has this tool at his disposal. Patients are very receptive to both positive and negative suggestions. These reactions are emphasized in critical situations, such as the pre-operative period, serious illness or accident. Thus, being aware of the importance of these effects, we realize the need to correlate with the bioethics principles. **Aim of the study.** To reveal the bioethical aspects of the placebo effect in the contemporary medical act.

Materials and methods. The study has used published scientific research, sociological studies and statistical data. Bioethical and sociological methods have been applied. **Results.** Following the placebo treatment, due to positive thinking and trust in the doctor, not only the patient's mood changes, but also obvious psychosomatic effects are noticed, thus facilitating the medical act optimization.

At the same time, the nocebo side effect occurs when the patient feels worse after the doctor's wrong counseling and receiving a real or false pill, and not trusting in the therapy. The power of

thought and trust in medical staff works, as well as reversely. As a result of the researches, the force of the negative suggestion is much higher than the positive suggestion, namely 90% versus 50%.

Conclusions. The multilateral, impeccable doctor's preparation, the knowledge of the bioethical principles and their methodical application in the medical act, provide a more successful coefficient in the practice of the administered treatment.

Key words: bioethics, medicine, medical act, placebo, noceb.

388. THE IMPORTANCE OF MEDICAL CONFIDENTIALITY IN SEXUALLY TRANSMISIBLE DISEASES

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Introduction. Confidentiality is a fundamental feature of contemporary medicine, implicit in the physician-patient relationship. The notion of confidentiality is theoretically stipulated in any code of medical practice. Every human being has the right to confidentiality and respect for his private space. The fundamental reason and central role of confidentiality in venerology is to optimize the therapeutic relationship between physician and patient. This is the fundamental ethical principle of respecting the privacy of the person.

Aim of the study. To explore the relevance of the bioethical aspect in the medical act of sexually transmitted diseases.

Materials and methods. In the study, we used published scientific, national and international scientific data, statistical data. At the same time, the bioethical and sociological analysis was applied.

Results. Addressing the bioethical and medical-social aspects of sexually transmitted diseases reveals effective possibilities of optimizing the venerological medical act. The obtained results are due to the involvement of bioethical-medical theoretical references and correlation with sociological analyzes.

Conclusions.1) Confidentiality requires constant observance unless it poses a threat to another person or to society.2) The venerological medical act can be optimized by coordinating the actions performed on bioethics.3) Bioethics remains an important component in optimizing venereal therapy.

Key words: bioethics, medical act, venerology, sexually transmitted diseases

389. BIOETHICAL CONFIGURATIONS OF SUICIDE

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Introduction. Suicide has always meant a moment of different significance for philosophers, physicians, sociologist, and psychologists, etc., but also for the various religions or even for ordinary people. Some have accepted it as a form of liberating the man from the burden of life or the manifestation of the spirit of freedom, where other condemned and cursed the person who makes such an extreme act.

Aim of the study. Study and elucidation of socio-economic, medical and bioethical aspects in the case of suicidal tendencies, assessment of the specificity of cases of suicide.