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.

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.