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.