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PERSONAL VIRTUES AND BIOETHICS IN MEDICINE

Zokirova Ziyoda Javdatovna

Assistant at the Department of Forensic Medicine and Medical Law,
Tashkent State Medical University
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ABSTRACT: This article or research paper is dedicated to studying the relationship between personal qualities and bioethics in the field of medicine. The research shows that the personal qualities of medical professionals—such as responsibility, patience, empathy, stress resilience, honesty, and communication etiquette—are crucial for effective patient interaction and adherence to professional ethical principles. The paper analyzes the integration of personal qualities with bioethical principles, including: respect for human dignity, the principle of "do good, do no harm," ensuring the confidentiality of personal data, and obtaining the patient's informed consent. The research findings indicate that medical professionals with well-developed personal qualities are significantly more effective in making sound bioethical decisions and ensuring patient safety. This topic provides foundational scientific and practical recommendations for improving modern medical practice, medical education, and professional ethics training.

Keywords: personal qualities, bioethics, medical professional, empathy, professional ethics, patient communication, ethical decisions.

Behavioral Medicine and Its Role in Medicine, Bioethics, and the Healthcare System

Behavioral medicine is a scientific discipline that serves to effectively apply the principles of human personal and professional qualities, psychology, and physiology to the prevention, diagnosis, and therapy of health and disease. It acts as an integrative framework for the practical application of behavioral factors in diseases related to physical health and for advancements in the field of biomedical sciences.

Behavioral medicine is connected to many areas of medicine: it works in close collaboration with clinical psychology, epidemiology, medical sociology, anthropology, and bioethics, as well as biomedical sciences such as physiology, endocrinology, immunology, pharmacology, anatomy, and dietetics. Furthermore, it also integrates various branches of applied medicine and healthcare.

In the history of behavioral medicine's development, two significant scientific events are noteworthy:

1. The Emergence of Behaviorism (19th century):

In the United States, John Watson developed behaviorism, criticizing subjectivity and mentalism in psychology. He asserted that human behavior could be studied objectively. Watson's fundamental principles—the influence of the environment on human behavior, disregarding hidden individual factors, and the potential for scientific analysis of human behavior—became the foundational basis of behavioral medicine.

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Later, B.F. Skinner developed radical behaviorism, rejecting mentalist concepts and accepting only observable actions as the object of scientific research.

2. Experimental Behavioral Research (20th century):

The Russian physiologist I.P. Pavlov developed the theory of conditioned reflex. In the USA, E.L. Thorndike conducted research on behavioral skills in animals. These studies determined the effect of reward and punishment systems on behavior. During this period, B.F. Skinner perfected the concept of developing behavioral skills.

The practical application of behavioral medicine also has an interesting history. For example, in 1924, Mary Jones used behavioral methods to overcome fear in children, and in 1938, O.H. Mowrer and W.M. Mowrer used conditioned-reflex methods to treat enuresis. To this day, these methods are actively used in the treatment of certain diseases.

Currently, behavioral medicine encompasses both fundamental and applied research and requires a bioethical evaluation of prevention, diagnosis, therapy, and rehabilitation methods. According to the U.S. Public Health Service, 50% of deaths are related to lifestyle. This highlights the importance of changing public behavior as a significant factor in improving health.

Unhealthy behavior of citizens causes the emergence of various diseases:

- Smoking - cardiovascular, lung, and oral diseases, emphysema, and bronchial asthma.
- Alcohol abuse - liver cirrhosis, pancreatitis, accidents and injuries.
- Improper nutrition and obesity - hypertension, diabetes, heart disease, and difficulties during surgery.
- Non-compliance with medical instructions - failure of patients in the treatment process, Myunhauzen syndrome, and the negative impact of stress.

Behavioral medicine is important in developing effective methods for the prevention and treatment of diseases not only from a medical perspective, but also from the perspective of psychological and social factors. Assessing and managing their behavior in collaboration with healthcare workers, physicians, and healthcare organizations plays a key role in ensuring the quality of medical care and compliance with bioethical guidelines.

The primary task of behavioral medicine is to harmonize personal qualities with fundamental and practical medical knowledge, ensure human well-being in prevention, therapy, and rehabilitation, and guarantee compliance with bioethical standards. It will also be integrated with innovative fields of medicine - disaster medicine, telemedicine, pharmacoeconomics, and others.

Based on the above, the following conclusion can be drawn. The article provides an extensive analysis of the role of behavioral medicine in medicine, bioethics, and the healthcare system. Research indicates that the personal qualities of healthcare workers - responsibility, patience, empathy, stress resistance, and professional ethics - are crucial for effective patient interaction and adherence to bioethical standards.

Behavioral medicine serves as a key scientific direction in integrating the achievements of human behavior and biomedical sciences, allowing for the effective organization of prevention, diagnosis, therapy, and rehabilitation processes from a bioethical perspective. As noted in the study, unhealthy behavior leads to the development of lifestyle-related diseases and non-compliance with medical prescriptions, which negatively affects health and patient safety.

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At the same time, behavioral medicine plays an important role in ensuring the quality of medical services and compliance with bioethical standards, taking into account the psychological and social factors of diseases. Knowledge in this field can be used as fundamental scientific and practical recommendations for improving medical practice, education, and professional training.

The integration of behavioral medicine and personal qualities with bioethics plays an important role in increasing the efficiency of medical professionals' professional activities and strengthening patient safety and health.

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