

The Two Wings of Professional Success

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Undoubtedly, a physician's professional practice is one of the most responsible and complex human activities. The scientific and technological advances in medicine, along with the acceleration and improvement of diagnostics, treatment, and disease monitoring, have reduced the psychological contact between healthcare professionals and patients. The loss of psychological contact between patient and physician is the cause of many ethical and legal conflicts because a patient is perceived not as an individual, but as a "syndrome" that needs urgent treatment. The specific nature of medical practice requires doctors to possess strong professional skills and high psychological and moral values, which are grounded in fundamental ethical principles such as respect for a person's dignity, the principle of "do no harm," the obligation to do good, the principle of vulnerability, the right to privacy and confidentiality, and the informed consent rule, among others. In the context of human rights, medicine is the pivotal branch of bioethics. Its main moral principle is respect for human rights and dignity. Violation of bioethical principles may lead to iatrogenic adverse consequences for the patient's health due to not informing about upcoming medical interventions, ambiguous interpretations of the patient's state, or demonstration of a negative or inattentive attitude towards the patient.

A common ethical problem is ambition conflict when several specialists treat the same patient within the same specialty or in different areas of medicine. Various (conflicting) views and priorities in choosing treatment tactics should be discussed to achieve agreement between specialists considering the patient's interests above all other issues. Generally, when a patient is treated by a physician who cares about one's dignity and actively engages with them, the patient tends to pay closer attention to personal health and gains a better understanding of health problems and treatments available. Effective communication between physician and patient in collaborative decision-making has been shown to positively influence health outcomes and achieve mutual health goals, resulting in better treatment adherence and increased patient satisfaction.

Alternatively, healthcare providers should be aware of the factitious disorder imposed on self or Munchausen syndrome, the difficult-to-diagnose condition that presents a major challenge to medical ethics. The syndrome of deliberate simulation of physical and/or psychological symptoms is a mental health condition that occurs when the subject appears sick or intentionally makes yourself ill. People with this condition, in an attempt to escape from real problems and conflicting life situations, pretend to be ill or intentionally harm themselves to deceive medical personnel, attract their attention, and get care. In such situations, physicians may feel frustrated and powerless due to their inability to prevent patients' destructive behaviors. Although the causes of factitious disorder are poorly understood, bioethics can serve as an effective tool to address this issue. Adhering to bioeth-

ical principles enables physicians to implement an appropriate model of patient-physician relationships considering clinical circumstances to achieve the patient's trust and understanding. Regardless of which model of physician-patient interaction is applied—be it Deliberative, Paternalistic, Informative, or Interpretive—the physician's primary goal remains consistent: to foster an honest and open environment that ensures confidentiality and provides support.

Enduring values like empathy, care, and compassion are the starting points for healthcare ethics. In his book "Civilization and Ethics," Albert Schweitzer a Nobel Peace Prize winner wrote: Ethics is nothing other, than Reverence for Life. According to Schweitzer, the basic principle of the Reverence for Life concept is that: All life is valuable and important, and that no life should be sacrificed without compassionate consideration of the life lost compared to the greater good the sacrifice may yield. Empathy and compassion for others are profound feelings that demand special spiritual effort. In professional medical ethics, the capacity for empathy and sympathy serves as the moral foundation for healing activities—the principle of "do good." The principle of Reverence for Life has become central to medical ethics and morality, gaining universal and international recognition.

Medical practice is regulated by two complementary instruments: professional ethics and law. Together, they establish ground rules that guide human behavior. Law consists of rules and regulations that serve as externally enforced mechanisms for maintaining social order. Ethics comprises principles that are more subjective and addressed to one's morals and values guiding individuals to perform their duties with integrity. Ethics constrain a person's actions, but one acts rightly not out of fear of punishment; rather, one cannot act otherwise due to their inner convictions and moral values.

To be successful, a physician's professional activity must be founded on moral values, along with internal control, patience, and responsibility. The lack of these qualities is not mitigated by clinical proficiency, medical skill, or the most advanced equipment and facilities. Think of moral values and a positive attitude as a prerequisite for success. The Latin winged expression *Aliis inserviendo consumor* (I am consumed in serving others) is and continues to be the motto of compassionate healers.