

## MEDICAL SCIENCE

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## About InterRegioNovation

**InterRegioNovation** is the International Association devoted to the transfer and exchange of knowledge and innovations at all regional levels (country, region, city, community etc.) between knowledge transfer professionals (business, research institutions, policy makers, government agencies, individuals, others) in all countries of the enlarged Europe, CIS countries and from other continents for stimulating and enhancing economic and social growth in the regions.

This is a policy and research association that brings together all knowledge transfer professionals who are interested in delivering efficient, flexible, innovative and cost-effective services across the private and public sectors. We work closely with business, research and educational institutions, government agencies, policy makers, NGOs, media, individuals and other stakeholders to promote the interests of their industries.

Our members understand the changing needs of the transfer and exchange of knowledge and innovations and through continuous professional development, marketing and networking opportunities offered in this association, we keep current with the latest knowledge trends and issues that challenge people in their work and life journey. We also offer expansive opportunities for partner connection through our networks.

Journal "Regional Innovations" is one of the Association's tools for innovators and everybody who is interested in any aspects of innovation development.



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## About journal

On behalf of the Editorial Board, it gives us a great pleasure to welcome you to the forth issue of 2017 of the Regional Innovations Journal. This is a thematic special issue dedicated to broad aspects of **Medical Science and other innovative research areas** from basic research to clinical and experimental work.

This particular volume provides a platform for advances in basic, translational and clinical research and includes original papers on medical and clinical research, health care innovations, reviews, medical teaching, medical law, medical ethics, spirituality and medicine, policy environmental medicine and integrative general practice. Researchers in academic and clinical settings as well as health professionals are encouraged to publish their theoretical and experimental results in this journal, which aims to integrate expertise in different medical specialties.

This is an independent, peer-reviewed, Internet-based international journal devoted to publishing original research papers of highest quality, sharing ideas and discussing innovation sector within regional dimensions. The journal welcomes to submit research papers by exceptional innovators, leading universities, globally recognized business, government agencies, policy makers and political leaders.

We intend that our readers will be exposed to the most central and significant issues in innovations development. We wish to publish papers that exemplify the highest standards of clarity, and that promise to have significant impact on existing front-line debates or to lead to new ones. The journal explores key priorities of the knowledge and innovations transfer and exchange in terms of critical aspects of human life (economy, law, science, business, health, education, culture etc.). We therefore welcome submissions not only from established areas of research, but also from new and emerging fields and those which are less well represented in existing publications, e.g. engineering studies, biomedical research etc.

We also strive to ensure that being under expert evaluation, each submission will receive developmental and supportive comments to enhance the article. Our refereeing process will involve that each submission will be reviewed by one or more specialists in the relevant field. Articles will be added to the volumes and the journal audience will receive e-mails updates to encourage them to the new articles.

We are delighted with, and immensely grateful to the large numbers of colleagues, both members of the Associations InterRegioNovation and FranceXP (France), representatives from many universities in France, Latvia, UK, Azerbaijan, China, Nigeria, Belarus, Ukraine and other institutions, who have supported the editorial process. And we are very proud of the expertise that they collectively bring, which we believe is unsurpassed by any contemporary innovative journal.

We are immensely grateful to our colleagues for their support and advice through the process of setting the journal up, and for the confidence they have placed in us in supporting this initiative at a time of economic uncertainty.

In the development of the Regional Innovations to date, we would like to enlist the support of a number of organisations who wish to promote this online journal to their experts. To ensure its sustainability, we would also like to invite other organisations, networks, conferences and meetings to associate themselves with the Regional Innovations. We therefore aim for the Regional Innovations to become the leading online forum to globally disseminate outstanding research papers on innovation sector in regional dimensions. Being an online periodical, the Regional Innovations is also a forum for exchange of imaginative ideas readers wish to share. Contributions of articles on innovations sector and your comments about this issue are very welcome.

To this end, if you lead, represent, or are a member of any such organisation, please contact us to offer your support and commit to promoting the Regional Innovations as a publication outlet for research undertaken by your experts.

We do hope you enjoy and benefit from the Regional Innovations! And many thanks for staying with us in 2017!

**Jean-François Devemy**  
**Editor-in-Chief**

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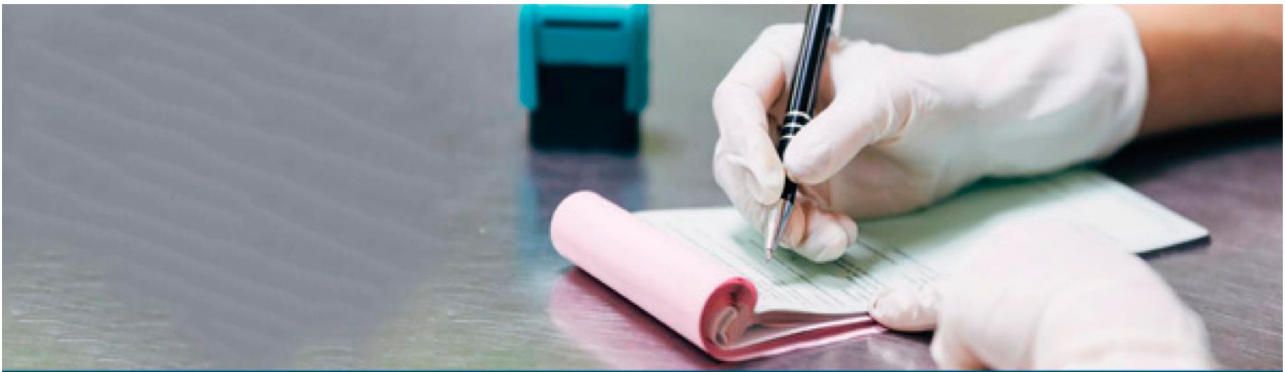
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## MEDICALIZATION OF THE MODERN UKRAINIAN SOCIETY: PRO ET CONTRA



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### **Abstract**

*Medicine has a great and constantly increasing power over people, it continues to acquire new abilities to preserve and restore human health. An increasing influence of medicine on different spheres of the social life of the man brought forth the problem of medicalization, typical for different countries of the world. The authors of the article analyse the content of the concept of «medicalization», show positive and negative aspects of this process as well as characterize the main agents, which take a direct part in the spread of medicalization in the Ukrainian society. In their conclusion the authors emphasize that the modern man should make aware of the necessity of the healthy lifestyle and a correct use of the abilities of medicine, where the main task of doctors and society should consist in exclusion of the situation when the healthy man as Homo sapiens becomes a patient and turns into a new unique species, Homo medicus, who is completely dependent upon medicine.*

**Key words:** modern Ukrainian society, medicalization.

Scientific and technological progress, which touched upon all aspects of the society life, has produced its influence on medicine too [10]; as a result, medicine has achieved tremendous successes in cognition and decipherment of the superfine life activity processes in the human organism and correction of their disorders [3].

Medicine has a great and constantly increasing power over people, it continues to acquire new abilities to preserve and restore human health. Medicine has got a power to determine and term the phenomena, which are of the fundamental importance for the human existence [12]. The increasing influence of medicine on different spheres of the social life brought forth the problem of medicalization that is typical for different countries of the world [14, 15], including Ukraine.

The purpose of the present article consists in discussion of the problem of medicalization in the modern Ukrainian society.

By medicalization one means: firstly, a growing power of medical institutions in the society with their resultant fulfillment of the function of social control rather than functions of treatment and prevention only; secondly, adoption of concepts of professional health workers by the population and, as a result, some social problems begin to be interpreted at best as diseases or pathologies [9]. Taking into consideration a rapid development of medicalization, it is possible to expect appearance of a new definition of this term in future.

The term «medicalization» is not new; it appeared in the field of vision of scientists in 1960's-1970's. It is considered that the above term was registered at first in the work by the French philosopher and historian of human sciences Michel Foucault «The birth of the clinic» – a treatise about the development of medicine as an institution from the times of the early modern age [6].

Medicalization of the Ukrainian society has both positive and negative aspects with the resultant confrontation of opponents and advocates of this process demonstrated in the media discourse space [6].

In the majority of cases, medicalization is a benefit since it shows preoccupation with the problem and suggests rather effective means for its solution [5]. For example, people with bronchial asthma, hypertensive disease and diabetes mellitus live a more happy, productive and long-lasting life when they regularly take proper medicines.

More and more popular in the modern Ukrainian society becomes the opinion about the necessity to form the healthy lifestyle, the healthy and beautiful body and healthy nutrition, thereby making it possible to state the

fact of an increasing rating of health in the value system of the society. Numerous broadcasts on television channels, radio programmes, heads in magazines and newspapers become carriers of medical information for people. Leading positions among the above carriers is taken by Internet, which accumulates in itself all previous sources of information and ideas about diseases. The virtual space is known to have forums, specializing in information about diseases, and even on-line consultations. Using the newest means of communication, any person can get information about diseases and their treatment irrespective of his/her place of residence, and this is undoubtedly a positive aspect. Also a positive fact consists in the possible anonymity of a medical consultation, the opportunity to share with one's personal doubts or sensations [7].

But sometimes the perception of medicalization can cause its uncontrolled extension and negative consequences. For example, medicalization results in pathologization of the society and formation of the patient's self-actualization, because one begins to interpret the human life as a medical problem, the man begins to look at himself as an eternal patient, the human body and consciousness from birth to death becoming an object of acute medical control and regulation [12].

Modern people try to solve all their problems with help of different medical technologies or drug preparations. For example, if before the beauty was regarded as an external manifestation of the health of body and spirit, now the rush toward external attraction with help of diets, medicines and surgical interventions leads, in some cases, to loss of health [2]. It is believed that achievements of modern medicine make it possible to improve one's outward appearance, memory, attention, mental and physical abilities [4].

Scientists state that medicalization of the Ukrainian society through Internet has resulted in the appearance of the so-called «Internet patients» [7], who self-medicate despite absence of any medical education, i.e. prescribe different pharmaceutical products for themselves or their relatives and acquaintances, change dosages or cancel them on their own initiative, thereby causing of course a lot of concerns in medical workers. Here mass media, scientific journals and popular magazines, rather than Internet only, can serve as the source of medical information for self-medication. Within the framework of this situation an alarm is caused, for example, by uncontrolled taking of medicines by pregnant women for the purpose of self-medication. The conducted studies showed that pharmaceutical products were taken during pregnancy by approximately 100 % of women, more than 80 % of them not suffering from any diseases [8].

It should be noted that the appearance of the category of self-medicating people can be caused by their personal initiative to improve their own health, a low level of professional culture of some doctors, presence of queues in medical institutions, lack of time in part of doctors for individual consultations or talks [7].

The processes of medicalization result in spread of the medical language and medical methods of analysis to other spheres, which do not have any connection with medicine. For example, medical terms are used for describing an economic situation in the country (concepts «depression» and «shock therapy» in economics) [4].

A reckless access of the people, who do not have any special education, to different medical information can, as scientists believe, lead to the situation that the modern medicine will again get the features characteristic of ancient quackish practices [10].

An increase of the degree of medicalization spread in the society objectively entails dilation of the risk space and related unfavourable consequences. Here the appearing unfavourable and uncontrolled phenomena and events spread on the whole environment of the acting subject rather than on the above subject alone and lead to the state, which Ulrich Beck characterized in his book as the «risk society» [1, 2].

And who are the main agents in spreading medicalization in the modern Ukrainian society? The major part in medicalization is played by doctors. According to the meaning of their professional role, doctors cannot cause any purposeful harm to the patient. But the benefit, which they bring, can turn into evil, if the number of medical interventions rises [2].

Doctors become the only experts and their power over other groups increases. The combination of medicalization and financial structure of the society forms a specific style of the doctor's behaviour with respect to the patient. If their aim consists in getting money, doctors explain every symptom to the patient as a separate disease that requires compulsory treatment. But if the society orients to reduce expenditure the doctors may ignore rare cases or complex medical problems, which require long-term studies and checks [7].

The pharmaceutical industry is an important agent of medicalization; its economic interest in the intensification of this process is evident, because medicalization is by all means connected with medicamentation and often interpreted as taking of medicines. With the help of the same doctors the pharmaceutical industry solves problems of the patient's

health and diseases, i.e. determines his/her destiny [5, 12].

Advertizing in mass media, among medical workers, during conferences, seminars and master classes is one of the central elements in the strategy of the pharmaceutical business [2]. Advertizing activities in pharmacy result in a change of consumption of medicinal products by the population, so one can say about proper medical and social consequences of advertizing activities [12].

In more recent times, unfortunately, it is necessary to state a change in the professional role of the pharmacist. In virtue of the specificity of his professional duties and market environment the pharmacist uses excessively the ability of drug intervention into his patient's state, as he gives different recommendations for taking some or other pharmaceutical products [2]. For example, one can often observe a situation at the chemist's, when the pharmacist prescribes pharmaceutical preparations to a person without knowing anything about the state of his/her health and individual peculiarities of the organism.

Patients are agents of medicalization too. Intensification of the process of medicalization of life implies formation of specific relationships between the doctor and the patient [13]. Quite reasonable is the person's desire to secure oneself against a fatal ailment and, if the latter appears, to leave the situation with «minimal losses». Thereby within the framework of his/her social role the patient provokes extension of medical interventions, which in some cases are more harmful than useful [10].

As it is known there are three models of relationships in the «doctor-patient» coordinate system. The first model describes an active doctor and a passive patient. The second model is characterized by the fact that the doctor suggests his/her instructions to a cooperating but submissive patient. The third model is the model of mutual participation, when the doctor and the patient are equal. The first and second models have been found to accord with extension of medicalization [10].

Thus, having its both positive and negative aspects, medicalization is a significant problem for the modern Ukrainian society. Medical workers, pharmaceutical industry and patients act as agents of medicalization. The modern man should make aware of the necessity of the healthy lifestyle, a correct use of the abilities of medicine, where the main task of doctors and society should consist in exclusion of the situation when the healthy man as *Homo sapiens* becomes a patient and turns into a new unique species, *Homo medicus*, who is completely dependent upon medicine.



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