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**PSYCHOLOGICAL ASPECTS OF THE RELATIONSHIP OF A FAMILY
DOCTOR AND A PATIENT**

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Annotation: The article introduces the main psychological aspects of a family physician's practice with a patient. The doctor's professional image is integrated into communication and presents a factor of successful management. The author grounds the value of the doctor-patient relationship in the course of treatment and emphasizes the essential role of psychotherapy in curing.

Keywords: family doctor, patient, professional image, psychotherapy, the psychology of communication.

Every patient is unique and requires an individual approach. The task to treat an individual, not a disease, has no universal solution today. It is necessary to choose a method of treatment that optimally combines the comprehensive approach and personalization of the curative process. Today, all medical activities are regulated by the legislative instruments framework - treatment protocols, approved treatment regimens, guidelines for the treatment of various conditions, within which a doctor of today is to work. But each physician applies different methods of treatment, various diagnostic techniques, and distinct medications in his/her practice, as the issue of maintaining human health remains open. Therefore, the doctor seeks to find new approaches in treatment that would provide a complex and comprehensive effect on the body and would target all morbid conditions [1].

A proper and adequate understanding of the pathogenesis of various diseases is of great importance for a family doctor when designing treatment regimens because it allows a direct effect on the pathogenic pathway, which is significant either in achieving the maximum therapeutic effect or preventing associated conditions. In each case, under morbid conditions in different organs and systems, various types of psychotherapeutic impact are used [2, 3].

Prevention and treatment of cerebrovascular diseases is an essential medical and social issue as well. Many patients with cerebrovascular failure often develop various neurotic reactions and neurosis-like conditions.

It is known that the disease often causes low mood and even depression or aggression [4, 2]. Particularly profound mental alterations are registered in chronic patients experiencing prolonged and ineffective treatment. The patient understands that the severe course of the disease or possible disability will change the whole life for the worse. This condition can be resisted only by a doctor who considers the special features of the patient and his mood, perceives individual manifestations, and the changes in behavior associated with the disease.

Healthcare professionals should always show empathy to a sick person. When he/she is in a serious condition, experiencing pain and mental anguish, he/she should never be left alone [3].

The profession of a doctor belongs to those public occupations which are primarily associated with authority among the community; the professional success of the doctor is determined by an attractive image. The effect of personal attraction and the impact that a doctor has on people are important tools of his professional activity. The patient can trust the medical professional who provides with feeling comfortable when interacting and presents unassailable professional authority to be trusted. The information that allows assessing objectively and fully the doctor's professional level, profound knowledge, and medical experience are not available for patients. However, the impression about the doctor as individuality is formed within a few minutes' communication, resulting from the surface observations and the impact that he/she makes on the environment. It should be considered that while

communicating, people around perceive and decode not only conscious and arbitrary, human-controlled signals, but also those involuntary, uncontrolled signals that are trusted more.

The profession of a doctor requires certain image-building characteristics that must meet the needs of community and place of employment: a high level of professional competence, the ability to control own emotions, standards of speech culture, due oral and written communication, responsible look, and conduct [5].

Each patient with a particular disease seeks moral support from a medical professional, sympathetic words, and the aim of a doctor of any specialty, especially of a family doctor, in providing medical care will be taken more successfully if he/she actively practices psychotherapy while treating. The psychotherapeutic effect on the patient makes a move as early as the moment when the patient plans to visit a family doctor [6].

Tidy and clean doctor's office, the doctor's appearance, manner of speaking, clear and distinct presentation of the line of thought, a friendly attitude to the patient, all these factors have a positive psychotherapeutic effect on the patient. Family doctors should remember that the patient always reposes confidence in the doctor's best understanding.

Attention should be paid to the fact that much in the doctor-patient relationship depends on the endurance of their characters and on the desire to cooperate. The personality of the doctor requires special attention [6]. The doctor's friendliness, high culture, character traits are crucial for the therapeutic effect on the patient. Individual approach to solving various issues, perception, desire, reflection plays a big role, and are closely related to treating activity, as well. The doctor must know how the patient is affected by the doctor's reactions, feelings, how the patient would react to contact with him/her. The doctor's conduct and words remain in the patient's memory for a long time.

Psychotherapy plays an important role in the treatment of many diseases. In the treatment of vascular diseases, for example, psychotherapeutic methods aimed at

irritability control, prevention of explosive mood, the formation of a calmer attitude toward stimuli, and the patient's adequate attitude to them are used. It is advisable to use psychotherapeutic sessions, autogenic training. During the sessions it is necessary to show compassion to the patient's complaints and anxieties, emphasize in a calm, confident tone that the acute symptoms will disappear, that the disease will gradually pass and the condition will undoubtedly improve. Such conversations should be based on logical conclusions aimed at removing the superstructure over the disease, using patient-understandable arguments. Particular attention should be paid to supportive psychotherapy, prevention of relapses and exacerbations, increasing the patient's resistance to stress. Under the psychotherapeutic treatment the patients must change their attitude to the disease, actively fight it, perceive themselves not as seriously ill. This mainly determines the success of the comprehensive treatment of patients.

The family doctor has to undergo life-long learning, constantly improve professional skills, and only under this condition he/she will be able to treat the patients more effectively [1]. A doctor who stops professional development ceases to meet the requirements of the time and expectations of patients.

Modern standards of medical care require the doctor to master new approaches constantly.

In all cases, psychotherapy should be based on an individual approach, taking into account not only the peculiarities of the patient's disease but also personal characteristics, family, production conditions of the patient. It should not cause fatigue in the patient [7].

The family doctor-patient communication psychology involves the ability to find the key to understanding the patient's individuality, the competence to hit the right path to the patient establishing the appropriate contact, it is a sort of science, the essence of which is to understand the sick person.

Thus, the doctor-patient relations present the basis of the course of treatment. At the same time, favorable treatment, in its turn, improves the patient-doctor relationship.

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