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**VALUE OF EVIDENCE-BASED MEDICINE FOR OPTIMIZATION OF**

**MEDICAL CARE FOR PATIENTS**

The difference between evidence-based medicine and traditional medicine is the use of more reliable evidence. The main feature of evidence-based medicine is the critical assessment of available evidence. Systematic reviews are important tools of evidence-based medicine, in which meta-analysis can be used. Clinical recommendations based on the principles of evidence-based medicine must indicate the degree of confidence in their provisions. The main principle of evidence-based medicine is transparency. Any clinical decision (choice of a treatment option from possible alternatives) must be justified by evidence that can be checked by other people. Another very important principle is equality. Authority, status and personal experience should not influence the choice of treatment, such a choice should be based on high-quality evidence of the benefits of a particular intervention. Patients can actively participate in the creation of supporting data at any level. Such participation involves reading and understanding information about treatment and consciously following recommendations, working together with clinical specialists aimed at evaluating and choosing the best treatment options, as well as providing feedback on the results obtained. Thus, the decision made by the doctor with the participation of the patient at any level contributes to the selection of the best possible methods of medical care at the current moment, and the development of new principles of treatment. Clinical research in evidence-based medicine is based on certain principles. One of the key points is the "double-blind method" of a clinical trial: when conducting a trial, neither the doctor nor the patient himself knows whether the patient is receiving a drug (treatment) or a placebo (imitation of treatment). The patient signs consent to receive both. Allocation to groups receiving medication and receiving placebo is carried out randomly (randomized controlled trial). A "pacifier" can act as a placebo if there is no standard effective treatment for the disease yet. If standard therapy exists, then they use not a "pacifier", but a generally accepted method of treatment, otherwise it would be unethical and dangerous for the life and health of patients. After the completion of the full course of treatment, a statistical analysis of the results is carried out. Placebo control is necessary because it has been proven that any type of intervention, including placebo, leads to a temporary non-specific effect in 70% of patients with functional (non-severe) and in 50% with organic (severe) disorders, or in other words, at least half patients feel better from placebo. In order for the drug to be considered effective, the effect of taking it must be higher than that of placebo. Today, "golden standards" are defined in the treatment and diagnosis of various diseases. For example, in oncology, the "gold standard" of diagnostics is morphological research, which studies the cellular composition of the tissue of the affected organ. Fibrogastroscopy is the "gold standard" for diagnosing diseases of the stomach and duodenum, and ultrasound examination for early dysfunction of the cardiac chambers. Although the goal of evidence-based medicine is to facilitate clinical decision-making based on available scientific evidence, there are many deficiencies in available scientific data, in their public availability, and in their applicability to the situation of a particular patient. Evidence-based medicine has value only as long as the evidence base for this or that medical intervention is complete and effective. Selective publication of the results of clinical trials can lead to an unrealistic assessment of the effectiveness of the drug and change the risk/benefit ratio. Thus, in the WHO publication, it is noted that the available evidence of the effectiveness of medicinal products may be defective due to poor research design, incomplete publication of its results, the source of research funding, and publication bias. When drug research is sponsored by pharmaceutical companies, the probability of favorable results is 4–5 times higher than in cases where funding comes from other sources [1, p.220; 2, p.910; 3, p.21].

**Conclusion.** The use of principles and methods of evidence-based medicine is of great importance for providing optimal medical care to patients, as it allows the doctor and (or) the patient to make informed decisions about the management and treatment of the disease, and also allows patients to form a more accurate idea of ​​the risk and promotes the appropriate use of individual procedures. However, it is important to combine clinical experience and controlled research in the decision-making process. In the absence of clinical experience, the risk associated with a certain treatment may end in the appearance of undesirable effects.

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