



Reinforcement on Establishment of Medical Ethics and Construction of Harmonious Hospitals

Xiurong Liu

Dezhou People's Hospital

Dezhou 253000, Shan dong, China

E-mail: rwb@dzu.edu.cn

Abstract

Medical ethics establishment is one of the most important components in the management of a hospital in the new situation, a significant and necessitous task encountered by ideological and political practitioners in a hospital, and more an important content for establishment of socialist cultural and ideological progress of the health system. Reinforcement on establishment of medical ethics in a new situation and construction of a harmonious doctor-patient relationship is to establish the patient-oriented logos, to reach a common understanding, to cohere public feelings, to promote rapid, healthy and coordinate development of health care industry, and furthermore, to provide forceful guarantee for building a well-off society in an all-round way and for ensuring health of the public.

Keywords: Medical ethics, Harmonious hospital

With development of the socialist market economy and gradual penetration of reform and opening-up, there have emerged a pattern of “diversification” in thinking concepts of medical personnel. Furthermore, interpenetration of ideological sphere and internationalization of health care industry also has brought some new subjects to ideological and political work of the hospital. Therefore, it requires that the medical department should strengthen vigor of the ideological and political work, reinforce establishment of medical ethics based on the scientific outlook on development and create a perfect spiritual atmosphere and public opinion environment for reform and development of medical care and for stabilization of the whole situation.

1. To deeply recognize significance of establishment of medical ethics from the perspective of an overall situation and strategy and to practically intensify sense of responsibility and urgency.

Medical care is a career that benefits the people, so reinforcement on establishment of medical ethics in a medical care team relates to vital interests of the people, to the implementation of policies of the sanitation work of the CPC, to happiness of every family, to the harmonious development of economy and the society, and also to the image of the CPC and the government in the people. The CPC and the government have always been attaching great importance to and the people have always been focusing on establishment of medical ethics in a medical care team. The General Secretary Hu Jintao repeated with eagerness in the Political Bureau of the Central Committee that, To promote with enthusiasm establishment of medical ethics, to further carry out education on socialist outlook on honor and shame, and to enable the extensive medical practitioners to keep to the service goal, to strengthen the service consciousness, to improve the service quality and to maintain a perfect image of the medical care industry.” It was definitely proposed in the 17th National Congress of the CPC that, “To consolidate establishment of medical ethics and to improve service quality of medical care.” It has been the first time in the history to include establishment of medical ethics in the report of National Party Congress, which indicates that its establishment is not merely a job of medical care industry any more, but has been escalated into a significant job of the whole CPC and the entire country. Establishment of medical ethics is an important component of cultural and ideological progress, and is an indispensable spiritual pillar for building the socialism with Chinese characteristics. Medical practitioners are guards to health of the people, and also a window for connection of the CPC and the government with the people. Condition of the medical ethics is closely bound up with the people, and means a lot to the authority of the CPC and the government. In recent years, medical care industry has been encountered with competition and challenges from the market economy. World outlook, philosophy of life and values of medical practitioners have been changed, and traditional medical ethics has been undergone an ordeal, some

hot spot issues becoming obvious which the people are dissatisfied with. For instance, affected by negative effects of the market economy, a minority of medical practitioners do not pay attention to their political study, indifferent in their thinking concepts of serving for the people, and have some mistaken understandings in construction of the style of work, which are revealed in the fact that they concentrate on economic benefits, neglect social benefits, with weak service consciousness, lacking in the sense of responsibility, uncared in examination on patients and in the diagnosis and treatment, and not abiding by rules and regulations, etc. At present, the hot spot issue is that of inadequate and overly expensive medical services, excessive prescription and examination for patients, much use of expensive medicine, too high expenditure and increasing burden of patients. Although these issues are related to a minority of people, still their influences cannot be underestimated, because they bring about a great gulf and even distrust between doctors and patients, which has a directly negative effect upon the medical care industry and simultaneously might cause unhealthy impacts to the CPC and the government.

2. To try to put the scientific outlook on development into practice and to promote harmonious development of the hospital with innovation.

2.1 To intensify ideological and political education and to improve quality of the medical care team.

Firstly, to equip all medical staff with the latest sinicized Marxism achievements, to lead them to correct recognition of all sorts of cultural thoughts, to improve their political sensitiveness and discriminability, to intensify their ability to distinguish right from wrong, to enable them to further understand and recognize great practices of socialism with Chinese characteristics, to strengthen their theoretical recognition, political recognition and emotional recognition of the socialism with Chinese characteristics, to confirm their ideal belief in the path of socialism with Chinese characteristics, and to enable them to accept education, improve their quality and contribute to the society in their practice in the core value system of the socialism. To make efforts in strengthening professional ethics and spirit of medical staff, to consist in regarding establishment of medical ethics as the primary task of construction of the medical care team, to frequently pay special attention to and to update the task, and to improve ideological standards and political awareness, professional ethics and ability to cure the sickness and save patients on the side of medical care team from all aspects. The extensive medical staff should show loyalty to the medical care of the CPC, establish favorable medical ethics, treat patients as their close relatives, heal the wounded and rescue the dying, bring into effect revolutionary humanism and truly utter devotion to others without any thought of self. Secondly, to perpetually conduct education about service for the people, to make them firmly bring into mind a thought to serve the people wholeheartedly, and to bear in mind love, patience, attentiveness and responsibility. Thirdly, to insist on education of anti-corruption and encouragement of honesty. Medical practitioners should frequently be organized to learn relevant decision to rectify malpractice in various trades by the Chinese Party Central Committee, State Council, and Ministry of Health, so as to understand necessity of further reform in health care industry under the new circumstance, and to cultivate their feelings of responsibility and push-and-go. Thereby, they can be conscientious and meticulous in work, regard patients as the center, start from requirements of patients, and, in a real sense, realize the goal of lofty medical ethics, and serving the people honestly. Fourthly, to strengthen professional skill learning and to bring in constant renewal in knowledge. Professional skills of medical practitioners are closely associated with quality of serving the people. Therefore, professionally technical personnel should be organized in a planned way to learn all sorts of medical techniques, such as conducting continuing education, casuistics, and sending personnel abroad for further study etc, so as to improve their professional skills and quality of serving the people.

2.2 To firmly establish the patient-oriented logos and to strengthen the service consciousness

2.2.1 To strengthen the "patient-oriented" concept

The goal of "Patient-oriented" is the specific reflection of serving the people wholeheartedly. The extensive medical practitioners should be educated to firmly establish the values of patient-supreme, further improve their service attitude, transform their service style, intensify the honest construction, and enhance communication with patients and all social circles, so as to construct a harmonious relationship. Firstly, to have a perfect service attitude, use civilized and polite words, and to put an end to the phenomena of being strange, cold, stiff, contradiction and avoidance of responsibility. Secondly, to standardize professional behaviors according to different professional requirements, and to further optimize the service by means of professional etiquette and training, etc. Thirdly, to establish physician-patient communication mechanism in a hospital and to standardize communication content and form. Fourthly, to continue to perfect the complaint handling system, regularly organize different types of communication, and to resolve contradictions between doctors and patients in time. Medical practitioners should regard satisfaction, worry and trust of patients as a touch-stone for testing their work, try to serve all patients for all their pains, and do their utmost to satisfy reasonable requirements from patients and their dependents. They should feasibly offer humanistic medical care service, consistently standardize the non-technical service, treat with all patients and service targets in strict accordance with requirements of non-technical service standard, and standardize their service behavior with the system. Furthermore, medical practitioners should simplify the whole service flow, reduce the whole procedure, improve level and efficiency

of medical care service, and to bring patients the feelings of comfort, warmth, and satisfaction.

2.2.2 To upgrade quality of the medical care and to improve professional level of medical care.

Medical care quality is the most significant sign of the culture in a hospital, and a lifeline of the hospital, so the hospital should strengthen its management in the quality of medical care, and pay special attention to medical care security all the time. Medical institutions should carry out the standardized management in medical care quality, and operate in strict accordance with all rules and regulations of medical care quality. For those who cause mistakes as a result of not complying with rules and regulations, the institutions should call to their account, implement strict control and serious punishment, and put an end to such happenings. They should reinforce medical research, improve medical research level, and promote construction of key medical discipline. They should also organize various activities, create an academic atmosphere, and improve the overall level of medical care system.

2.3 To intensify establishment of medical ethics, to strengthen the humanistic construction and to improve the overall quality of a team

Medical ethics and style is an ideological issue in medical care practice. Medical ethics is the essence, while medical style is the expression. Targets of medical service are those with high thinking and rich sentiment, so medical practitioners should treat with their patients with a humanism spirit and sincere ardor, and regard them as close relatives, not merely caring about the disease and technique, regardless of feelings of patients. Therefore, reinforcement of construction of medical ethics is to innovate the management system, establish scientific interest-orientation, establish the system of both awarding and punishment, unfold poetical justice, build a permanent mechanism of perfect medical ethics, and put an end to harmful phenomena from the source. To combine organically implementation force of the authority, persuasion force of education, constraint force of the system, restriction force of supervision, deterrent force of punishment and infectivity of the environment, to carry out “veto by one vote” in medical ethics, to protect health rights of patients to the greatest extent, to escalate professional ethical standard of medical practitioners, and to realize the fundamental transformation from temporary solution to a permanent cure. Firstly, the hospital should conduct education of professional ethics, professional conduct and professional discipline among the entire staff. Secondly, the hospital should formulate medical ethical program, assessment standard and principle of itself based on requirements of “professional ethics criterion of health workers” by the Ministry of Health, set up medical ethics file of medical practitioners, and form a whole set of medical ethics assessment, supervision and awarding and punishment system. Thirdly, to continue organizing advanced and typical educational activities in combination with activities of selecting advanced health workers and advanced groups. Fourthly, to intensify cultural construction, carry forward uprightness by organizing various cultural activities and to create a sound social environment. The hospital should by all means improve humanistic quality of medical practitioners, correct their practice motive, standardize their medical care behavior, firmly establish the service consciousness of “patient-centered”, and “consider what patients think about and worry what patients are worried about”. They are forbidden to earn any extra income and all sorts of “commission by billing”; they should insist on reasonable examination, rational use of medicine and rational charging, and carry out the system of concentrative medicine tendering; druggists are prohibited to “promote sales of medicine”; medical practitioners are forbidden to accept “kickback” and “eat on invitation”. To insist on the service philosophy of “human-oriented, integrity and hard working, civilized medical practice”, reduce medical care expense of patients, alleviate economic burden of patients, resolve the hot issue of inadequate and overly expensive medical services, and lay a good foundation for establishing a harmonious physician-patient relationship.

2.4 To improve communication consciousness and ability between doctors and patients.

In order to establish a harmonious physician-patient relationship, mutual respect and trust in the guarantee, while communication is the bridge for respect and trust. Improvement of physician-patient relationship not only calls for reform of medical care system, but more a variety of measures to improve communication between them, which can realize equality of information exchange, strengthen mutual understanding and cultivate mutual trust. A set of honest constraint mechanism should be established within the hospital, which may reinforce communication between doctors and patients, intensify care about patients in terms of feelings and sense, create the brand of the hospital and build up reputation of the doctor per se. Currently, medical complaint has revealed an increasing tendency, which is primarily due to insufficient communication between doctors and patients, incomprehension of family members of the patients, and weak and passive service consciousness of medical practitioners, etc. Given the above issues, we should establish service culture of the hospital, and enable medical practitioners to firmly establish the “patient-centered” service consciousness. Patients should trust their doctors, act in concert with their cure, while doctors should also respect the patients, listen with patience to their complaint, try their best to communicate with patients, consider patients’ feeling in patients’ place, show solicitude for their pain, show sympathy to their difficulties, eliminate their apprehensions, help relieve their psychological pressure, and do their utmost to bring health to patients. The hospital should take the initiative to explore construction of physician-patient communication mechanism, while the doctor should communicate with patients in an effective way about their disease cause, use of medicine and cure condition, so that the patients can

truly “know the inside story”. The doctors should listen to their patients, and show consideration to them, authorize patients with the right to know, right to choose and privacy right, so that mutual trust and support can be established between them. Meanwhile, the hospital should take some effective measures. For instance, they can set up a hotline, open a civilized window for medical care service, open up the first aid green channel, and establish special patient reception department. All medical affairs should be publicized for supervision from social media and the people; transparency of charge on all items should be strengthened; to gain trust from the people with practical action, and win trust and understanding of the society in the hospital and all medical practitioners, so as to gain trust from the patients, improve medical care effect, reduce medical care dispute and promote the harmonious development of the entire society.

2.5 To establish a harmonious relationship between doctors and patients, and to construct a perfect supervision, constraint and incentive mechanism.

Reinforcement of medical ethics construction and guarantee of medical ethics criterion plays a directive role in conduct of medical practitioners, and can enable the extensive medical practitioners to have regulations to abide by and have laws to follow. In order for the criterion to be put into practice, a hospital should also establish perfect supervision constraint and stimulation mechanism, intensify supervision and check, and should be determined to rectify harmful practices that do damage to interests of the people. Firstly, to continue the permanent mechanism construction and implementation according to assignment of higher authorities in handling commercial bribery in medicine purchase and sale, to focus on supervision of key positions and aspects, and to pay attention to report on a legal case and its investigation. Secondly, to organize self-check regularly, which mainly concentrates on the strict management of medical expense, prohibition of irrational charge, strict implementation of the national medicine and medical consumables price policy and medical care service price, strict implementation of hospitalization charge enquiry system and establishment of expense check system. Thirdly, to continue to rectify unhealthy practice in medical care service, to study and correct in time those issues intensely responded by the people, and to handle strictly those people or matters that do great harm to interests of the people. Emphasis should be placed to prevent medical workers from asking for money or definite articles from the service targets, to be determined to eliminate commission by billing, and to call to account and investigate the causes for irrational check of medicine use. To create an honest culture in the hospital, further improve the permanent mechanism construction of medical ethics with a combination of education, system and supervision, to strengthen medical ethics education among medical practitioners, to continue to carry out signing of a liability statement about rejection of kickback in medicine and medical appliance between medical institutions and clinicians, to intensify frequent supervision and check in professional style and to create a perfect medical ethics supervision environment. To establish honest culture in the hospital, build up honest consciousness among the medical staff and to cultivate honest behavior. To implement technical criterion of diagnosis and treatment, to use medicine and check patients reasonably, to cure patients in accordance with their disease, and to prohibit excessive prescription; to standardize behavior of medical care service price, and to continue strict implementation of “daily hospitalization charge enquiry system”; to take the initiative to carry out the system of medical service and price publicity, to let the people see a doctor and pay the medical charge at ease; to make honesty the golden symbol of the image of a hospital, and to transform reputation of the hospital into a substantial competition force.

2.6 To gain satisfaction from the public and to promote sustainable development of a hospital

The new central government pays special attention to livelihood of the people, attaches great importance to construction of a harmonious society and therefore, gains great satisfaction from the people. The primary goal of medical care is necessarily to gain satisfaction of the people. To satisfy increasing demand on medical care and health of the people and to gain their satisfaction is the fundamental target of medical care, the starting point and ultimate goal of medical care, and is the mission of medical care per se. Medical care institutions should constantly improve the medical care quality, continue to enhance their service, and consider satisfaction of the people their first goal. To gain satisfaction of the people is an objective requirement for a hospital to develop itself, and is the foundation of ensuring lasting and healthy development of the hospital.

The General-Secretary Hu Jintao made a clear statement in the 17th National Congress of the CPC that, “health is the foundation of comprehensive development of human being, and is closely related to happiness of every family.” The fundamental goal of the country to develop its medical care industry is to improve health level of its people, to strengthen health quality of its citizens and to promote sustainable development of its economy and society. Ethics construction of the sanitary system can get obvious achievements and promote rapid and perfect development of medical care industry only by carrying out and implementing the scientific outlook on development, strengthening professional ethics education as the basis, comprehensively enhancing professional ethics quality of medical practitioners as the goal, improving the service attitude, increasing service quality and sanitary supervision law enforcement as the focus, and resolving outstanding problems which might do damage to interests of the people.

References

Li, Yanbo, Fa, Yunzhi & Xia, Xia. (2003). Key Skills of Communication between Doctors and Patients. *Chinese Hospital Management*, (11).

Li, Zhiyu. (2007). *Good Communication, Foundation for Trust of Patients*. Baotou Medical College, (02).

Liu, Jun. (2008). *Prevention and Resolution of Disputes between Doctors and Patients*. Fudan University.