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# Unethical acts

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- Anantavi Enterprises Pvt. Ltd.

Doctors are always directed in their profession by ethics. All the doctors do abide by these ethics. Few of the aspects are laid down by the judicial system, which are considered unethical:

1. **Advertising:**

To put it simply, advertising by the word of mouth is the only way for a doctor to advertise. Soliciting of patients directly or indirectly by a doctor, by a group of physicians or by institutions or organisations is unethical. A doctor shall not give to any person, whether for compensation or otherwise, any approval, recommendation endorsement, certificate report or statement with respect of any drug medicine, nostrum remedy, surgical or therapeutic article, apparatus or appliance or any commercial product or article with respect of any property, quality of use or use thereof, or any test demonstration or trial thereof, for use in connection with his name, signature, or photographs in any form or manner of advertising.

Doctor is, however, permitted to make a formal announcement in the press regarding the following:

- a. On starting practice.
- b. On change of type of practice.
- c. On changing address.
- d. On temporary absence from duty.
- e. On resumption of another practice.
- f. On succeeding to another practice.
- g. Public declaration of charges.

2. **Patent and copyrights:**

A doctor may patent surgical instruments, appliances and medicines or Copyright applications, methods and procedures. However, it shall be unethical if the benefits of such patents or copyrights are not made available in situations where the interest of large population is involved.

3. **Running an open shop (Dispensing of drugs and appliances by doctors.):**

A doctor should not run an open shop for sale of medicine for dispensing prescriptions prescribed by doctors other than himself or for sale of medical or surgical appliances. It is not unethical for a doctor to

prescribe or supply drugs, remedies or appliances as long as there is no exploitation of the patient. Drugs prescribed by physicians or brought from the market for a patient should explicitly state the proprietary formulae as well as generic name of the drug.

4. **Rebates and commissions:**

A doctor shall not give, solicit, or receive, nor shall he offer to give solicit or receive any gift, gratuity, commission or bonus in consideration of or return for the referring, recommending, or procuring of any patient for medical, surgical or other treatment. A doctor shall not directly or indirectly participate in or be a party to the act of division, transference, assignment, subordination, rebating, splitting, or refunding of any fee for medical, surgical or other treatment.

5. **Secret remedies:**

The prescribing or dispensing by a doctor of secret remedial agents, or which he does not know the composition or the manufacturer, or the promotion of their use is unethical and as such, prohibited. All the drugs prescribed by a physician should always carry a proprietary formula and a clear name.

6. **Human rights:**

A doctor shall not aid, or abet/torture, nor shall he be a party to either infliction of mental or physical trauma or concealment of torture inflicted by some other person or agency, is in clear violation of human rights.

7. **Euthanasia:**

Practicing euthanasia shall constitute unethical conduct.