“Illiterates of 21st century would not be the people who cannot read write but those who cannot learn, unlearn and relearn”……… “ Bailey”

Also a saying goes’ those who graduated yesterday and stopped learning today would be uneducated tomorrow”.

We live in rapidly evolving and changing world today. The pattern, profile and presentation of disease in changing, patient’s expectation knowledge and perception of disease and profession is changing, the clinic-hospital facade, facilities and functioning is different, so is the clinician’s access, aptitude and approach to information.
“Do not look back upon what has been done, go ahead”......“ Swami VIVEKANANDAND Ji”

Let us submit that practice of medicine is more demanding, under close audit and with higher expectation. But then we are also empowered with easy access to high end databases, simplified practice guidelines, more informative and less invasive imaging and laboratory methodologies and thus can serve this little Less tolerant and certainly more informed patient in a better manner than we could earlier.
- We in this profession need to develop evolve and then cater according to the changes in society.
- The way any person communicate, travel book tickets and pays bill has changed to his/her convenience and so medical profession will need to serve this person in a more convenient, comfortable, acceptable and compassionate manner.
- The experience will have to be made, if not more enjoyable but at least less insipid, formal, scary and sordid we need to know how others are upgrading themselves, making system amiable and suitable for those changing situation.
- Many earlier dogmas, personal experiences, assumptions, conjectures, and axioms of yesteryears have been challenged and proven wrong in the present day era of evidence based medicine with large registries and double blind randomized and even sham controlled clinical trials.
- Such CMES plays a catalyst to trigger a change in right direction.
According to Geeta

Your right is to perform your duty but never lay claim to its fruits.

Friends time has squarely arrived for a little introspection by each one of us. We seem to have lost meaning of compassion. In emergency room, one paise worth of Human understanding equals 99 paise worth of medical science.

We as doctors should always vow to fight against prevailing social evils like female foeticide, menace of drug addiction and corruption, quackery keep our surroundings clean and free of vectors to make society healthier, avoid use of unsafe drinking water and havoc of adulteration and nonorganic food.
Continued……

- Trying to keep up with others
- and I know this is what bothers
- that’s me in the corner
- that’s me in the spotlight
- I am losing my religion
- oh no I have said too much
- but I have not said enough.
Society on its part has to play its roll to play
Rational reimbursements should be given to
professionals keeping in mind experience-skills,
society at large should understand enormous
sacrifice undertaken to acquire knowledge and
skill and enormous dedication needed in
profession We must strengthen the regulatory
bodies to promulgate guidelines appropriateness
criteria, accredipapion mechanism this way
there will be no need for someone from
entertainment industry to tutor us among other
or legal system to penalize us.

Let us learn some Do and Don’t of medical
ethics.
Do’s of medical practice
(Form code of medical Ethics) IMC profession conduct, Etiquettes and ethics)

1.1 A physician shall uphold the dignity and honor of his profession by keeping himself pure in character and diligent modest, sober, patient, prompt in discharging his duty without anxiety.

1.2 Physician should try continuously to improve medical knowledge-skill and make available to their patients-colleagues the benefits of their professional attainment.

1.2.1 Physician should practice method of healing founded on Scientific basis. The honored ideals of medical profession imply that the responsibilities of physician extend not only to individuals but also to society.

1.2.2 For advancement of his profession a physician should affiliate with affiliate and societies of allopathic medical profession

1.2.3 A physician should participate in CME program to gather so credit CME hours every five years.
Should observe the provisions of STATE ACT

a) Drugs & cosmetic act 1940
b) Pharmacy Act 1948
c) Narcotic drugs & psychotropic substances Act 1985
d) Medical termination of pregnancy Act 1971
e) Transplantation of human organ Act 1994
f) Mental health Act 1987
g) Environmental protection Act 1986
h) PNDT Act 1994
i) Drugs & magic remedies Act (Objectionable advertisement)
j) Biomedical waste (Management & handling) rules 1998
k) Any other central/state Act of protection & promotion of public health.
1.3.1 Every physician shall maintain medical records to his/her OPD and indoor patients for a period of 3 years.

1.3.2 If any relevant is made for medical records either by patients/authorized attendants or legal authorities involved, same may be issued matters the period of 72 hours.

1.3.3 Physician should maintain a register of medical certificates issued with full details. When issue medical certificates, he/she shall record signature or thumb mark identification mark. Acc to appendix 2

1.3.4 Efforts be made to computerized medical records for quick retrieval.

1.4.1 Should display registration number recorded to physician by MCI/state council in his clinic/hospital and in all his prescription, certificate etc.

1.4.2 Should suffix only recognized digress or diplomas recognized by MCI to their names.
1.5.1 Drugs should be prescribed by generic name and ensure rational use of drugs.

1.6.1 Should provide highest quality assurance of doctor, technicians, nurses, pharmacist etc enrolled with respective councils of state and center of MCI.

1.7.1 Physician should expose without fear or favor incompetent, corrupt, dishonest, unethical conduct on part of member of profession.

1.8.1 Shall observance the laws of country in regulating the practice of medicine a physician
Should observe the provisions of STATE ACT

a) Drugs & cosmetic act 1940
b) Pharmacy Act 1948
c) Narcotic drugs & psychotropic substances Act 1985
d) Medical termination of pregnancy Act 1971
e) Transplantation of human organ Act 1994
f) Mental health Act 1987
g) Environmental protection Act 1986
h) PNDT Act 1994
i) Drugs & magic remedies Act (Objectionable advertisement)
j) Biomedical waste (Management & handling) rules 1998
k) Any other central/state Act of protection & promotion of public health.
2. Though a physician is not bound to treat each and every person asking his services in case of emergency, physician must treat the patient. However for good reason when a patient is suffering from any ailment which is not within the range of experience or qualification of treating physician, the physician may refuse treatment and refer him to another physician.

3.1.3 Utmost punctuality be observed by a physician in making themselves available for consultation.

3.6 When a patient is referred to a specialist by the attending physician a case summary of patient be sent to specialist. who should communicate his opinion in writing.
3.7.1 Physician should clearly display his fees or other charges.

3.7.1 Prescription should make clear if the physician should himself dispense any medicine.

3.7.2 Physician should write his name and designation in full along with registration particular in his prescription letter head.

4.1 A physician should consider it as a pleasure and privilege to render gratuitous services to all physicians and their immediate family dependents.

5.1 Physician should as good citizen, possessed of special training should disseminate advised on public health issues concerning quarantine and measure for prevention of epidemic and communicable disease.
6.1 A medical practitioner is however permitted to make a formal announcement in press regarding following.

a) On starting practice  
b) On charge 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  
h) On public declaration of charger

6.2 Physician may patent surgical instrument, appliances and medicine or copyright applications, methods-procedure however it shall be unethical it benefits of such patents or copyrights are not made available in situation where interest of large population is involved.

6.5 All drugs prescribed by a physician should always carry a proprietary formula and clean name.
7.11 Can write to lay press under his own name on matter of public health, hygienic living or deliver public lecture can give talks on Radio/TV/INTERNET chat for the same purpose and send announcement of same to lay press.

7.12 An institution run by a physician for a particular purpose such as a maternity home, nursing home, private hospital, rehabilitation center may be advertised in lay press but such advertisement should not contain anything more than name of institution type of patients admitted, type of training and other facility offered and fees.

7.16 Physician should obtain in writing the consent from husband or wife, parent or guardian in care of minor or the patients himself.

7.17 In operation which may result in sterility consent of both husband and wife is needed.

7.22 A physician can undertake clinical drug trail or research involving patients or volunteers only as per guideline of ICMR. Consent taken from for patients for trail of drugs or therapy which is not as per guidelines of ICMR. Should be construed as misconduct.
• **Notification of MCI dated: 26-01-2017**

• **Maintaining Professional autonomy** : in dealing with pharmaceutical allied health care industry, a medical practitioner shall always ensure that there shall never be any compromise either with own professional autonomy or with the autonomy and freedom of the medical institution action first time censure.

• **Affiliation**: A medical practitioner may work for pharmaceutical or allied health care industries in advisory capacities, as consultants, as researchers, as treating doctor or in any other professional capacity. In doing so (medical practitioner) he will ensure that
  a.) His professional integrity and freedom are maintained.
  b.) Patients interest are not compromised in any way.
  c.) Such affiliation are within law.
  d.) Such affiliation are transparent disclosed.
Endorsement: Medical practitioners shall not endorse any drugs or product of industries publically. Any study conducted on the efficacy or otherwise of such products shall be presented to and/or through appropriate scientific bodies or published in appropriate scientific journals in a proper way.
Don’t of Medical Practice

1.1.3 No person other than a Doctor having qualification recognized by medical council of India, registration with MCI/state medical council is allowed to practice modern system of medicine or surgery. A person obtaining qualification in any other system of medicine not allowed to practice modern system of medicine in any form.

1.4.2 Physician should not display or suffix to their name any degree/membership/honors’ which doesn’t confer professional knowledge or recognized any exemplary qualification/achievements.

1.6 Should not employ in connection with his professional practice any attendant who is neither registered not enlisted under medical list in force. Physician should not permit such person to attend, treat or perform operation upon patients whenever professional skill in required.

1.8 Personal financial interest of a operation should not conflict with medical interest of patients.

1.8.1 Do not announce fees after patient or treatment is underway. Do not enter into any contract of NO CURE NO PAYMENTS.

1.8.2 Physician rendering services on behalf of state should not accept any consideration.
2. Do not arbitrarily refuse treatment to a patient in emergency.

2.1.2 Physician with in capacity detrimental to patient which can affect his performance vis-à-vis patient is not permitted to practice his profession.

2.1.2 Patient and delicacy should characterized physician. Confidence concerning individual or domestic life interusted by patient to a physician and defects in disposition or character of patient observed during medical attendance should not be revealed unless their revelation is required by laws of state or to prevent a communicable disease.

2.1.3 Physician should NOT EXAGGERATE OR MINIMIZE the gravity of a patients condition.

2.4 One having taken a case, physician should NOT NEGLECT or withdraw from the case without giving adequate notice to patient and his family.
3.1.1 Avoid unnecessary consultation and any consultation or cross consultation should be justifiable.
3.1.2 Consultation with a radiologist/pathologist should not be done in routine manners or vinjudiciously and only after careful thinking.
3.4.2 Do not divulge difference of opinion unnecessarily except in circumstance of IRRECONCILABLE difference.
4.2 Do not show any insincerity rivalry or envy in consultation. Do not make any statement or remark which would impair the confidence reposed in physician in charge by the patient. no such discussion should be carried on in the presence of patient or his representative.
4.3 Don not criticize the referencing physician.
4.3 When a physician is called for consultation, do not take charge of the care on solicitation of patient or friend.
4.5 While visiting another physician case, Do not remark upon diagnosis or treatment that has been adopted in front of patient/relatives.
5.1 A physician should not abandon his duty for fear of contracting disease in care of any epidemic.

6.1 Do not do SOLICITING of patients directly or in directly by a physician, by a group of physicians or by institution or organization it is unethical ACT.

6.2 Do not make use of his/her name as subject of any form of manner of advertising or publicity through any mode which is of such a character as to invite attention to him or to his professional position, skill, achievement, attainment, specialties, associations affiliation or honors and/or of such character as would ordinarily result in his self aggrandizement.

6.1 A physician shall not give to any person whether for compensation or otherwise, any approval recommendation, endorsement, certificate, report or statement with respect to any DRUG or medicine, surgical or therapeutic article with respect of property quality or use there of any test or trial.
6.1 Do not boast of cases, operation cure or remedies or permit publication of report there of through any mode.

6.2 Printing of self photograph or any such material of publicity in letter head or on sign board of consulting room is unethical however printing of sketches, diagram picture of human system shall not be treated as unethical.

6.3 Physician should not run an open shop for sale of medicine for dispensing prescriptions prescribed by doctor other than himself or for sale of medical or surgical appliance.

6.4 A physician shall not give, solicit or receive nor shall he offer to give soli it 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.

6.5 Physician should not prescribe dispense secret remedial agents of which he dose not know the composition.

6.6 Do not aid or abet Torture. Do not be party infliction of mental or physician trauma or concealment of treatment by some other agency or person in clear violation of human rights.

6.7 Do not practice euthanasia. However only a team of doctors will declare withdrawal of supporting devices in a brain dead person.
7.4 Do not abuse professional position by committing adultery or in proper conduct with a patients or by maintaining an improper association with a patients.

7.6 Conviction by a court of law for offence involving moral turpitude/ criminal acts is a misconduct.

7.7 Do not do sex determination test with the interest to terminate life of a female fetus until there is absolute indication for MTP.

7.7 Any professional who has signed a certificate notification report or document which is untrue misleading or improper is liable to hone his/her name deleted from register.

7.8 Do not contravene the provisions of drugs & cosmetic act and regulation, viz

a) Prescribing steroids/ psychotropic drugs when there is no absolute medical indication.

b) selling schedule H&L drugs or poison to public except to his patient.

7.9 Performing or enabling unqualified person to perform an abortion or any illegal operation for which there is no medical, surgical , however it dose not restrict training and institution of bond fide students nurse or technical assistance.
7.10 Do not issue certificates of efficiency in modern medicine to un qualified or non-medical person.
7.11 Do not contribute to lay press any articles or give interviews regarding disease and treatment which may have the effect of advertising himself of soliciting practices.
7.12 Do not affix a sign board large or small an a chemist’s shop or in place where he dose not reside on work.
7.13 Do not write on sign board out side his clinic or hospital anything other then his name, qualification from recognized university or a statutory body registration number as per the contents of his letter pad.
7.14 Do not disclose secrets of a patient that have been learnt in exercise of his/ her profession except
   a) In count of law under order of presiding judge.
   b) When there is a serious risk to a specific person or community
   c) Notifiable disease.
7.15 Do not refuse on religion ground alone to give assistance in or conduct of sterility birth control, circumcision, MTP when there is medical indication unless practitioner feels in competent to do him self /her self
7.17 Physician should not publish photographs or case reports of his/her patients without their permission in any medical and other journal in a manner in which their identity could be made out. If identity is not to be disclosed, consent is not needed.

7.18 While running home by a physician and employing assistants to help him/her, ultimate responsibility rests on the physician.

7.19 A physician shall not use touts or agents for procuring patients.

7.20 A physician shall not claim to be specialist unless he has a special qualification in that branch.

7.21 No ACT of in vitro fertilization or artificial insemination be undertaken without the informed consent in writing female patient and her spouse as well as donor. The purpose, methods, risk disappointments of procedure, possible risk should be explained in writing.
New MCI notification DEC 2009-JAN 2016

6.8 **GIFTS:** A Medical professional shall not receive any gifts from any pharmaceutical or allied health care industries or their sales people or representation.

1. Gifts more than 1000 to 5000 action censure.

2. Gifts more than 5000 to 10,000 removal from the register for 3 month.

3. Gifts more than 10,000 to 50,000 removal from register for 6 month.

4. Gifts from 50,000 to 1 lac removal for 1 yr.

5. Gifts more than 1 lac removal for >1 yr.
**Travel Facility:** Medical practitioner shall not accept any travel facility inside the country or outside, including rail, air, ship, cruise ticket or paid vacation etc. from any Pharma or allied health care industry. Or their representative for self and family member for vacation or for attending conferences, seminars, workshops CME program etc as a delegate.

**ACTION:**

a) Expenses for travel facilities more than 1000 upto 5000 censure.

b) Expense 5000 to 10,000 removal from Indian medical register or state medical register for 3 month.

c) Expense 10,000 to 50,000 removal from IMC or state medical register for 6 month.

d) Expense from 50,000 to 1 lac removal for one yr.

e) expense for travel facilities from more than 1 lac removal for more than 1 yr.
**HOSPITALITY:** Medical practitioner shall not accept individually any hospitality like hotel accommodation for self and family member under any pretext.

**ACTION:**
- 1000-5000 censure
- 5000-10000 < 3month removal
- 10,000-50000 and 50,000 to 1lac (Removal from IMC register for 6month)
- (Removal from IMC register for 1yr)
- more than 1lac (Removal from IMC for >1yr)

**Cash or Monetary Grants:** Medical practitioner shall not receive any cash or monetary grants from any pharmaceutical or allied health care industry for any individual purpose in individual capacity under my pretext. Funding for medical research study etc, can only be received through approved institutions by modalities paid down by law/rules/guidelines adopted by such approved institution in a transparent manners. It shall always be fully disclosed action same as above.
**Medical Research:** Medical practitioner may carry out, participate in work in research products funded by pharmaceutical and allied health care industries. However a medical practitioner is obliged to know and fulfill following items.

- Ensure particular research proposal has due permission from competent concerned authorities.
- Ensure that this research project has clearance of national/state/institutional ethics committee/bodies.
- Ensure it fulfills all that the legal requirements for medical research.
- Source and amount of funding is publically disclosed at beginning itself.

Ensure that proper care and facilities are provided to human volunteer. Ensure that under experimentation are not done and if necessary to be done in human way.

While accepting such assignment medical practitioner shall have the freedom to publish the results of research in greater interest of society.

**Action:** Same as above.