**Ethics for alternative medicine and Traditional Medicine.**

**Abstract**

Globalization and change in the socioeconomic revolution in information technology made the world smaller. this scenario brings dramatic changes in the lifestyle of the people, especially who lives in Urban areas. The WHO report in 2003 days, around 65% of the rural population in India depends upon indigenous (AYUSH) system of medicine for primary health care uses 35,000 plant species are being used in primary health care. The present PMO is assertively trying to implement various developmental and health care delivery programs in PHC level, backed by the success of NREGA and NRHM, and try to fulfil unmet needs Different areas like prevention, promotion, maintenance and wellness programs in the health care sector.

Before talking about ethics in alternative medicine we must define alternative medicine. There are hundreds of alternative therapies exist in the world. Depend upon the origin, Phiolosophies Chinese medicine, Tibetan medicine, the traditional system of medicine, the orthodox system of medicine, natural medicine, herbal medicine etc.. Alternative system of medicine often calls it as CAM (complementary and alternative system of medicine). Many of these elements developed in the ancient civilizations of India, China, Tibet and Iran (Persia) had limited acceptance in most medical organizations.

**Keywords:** Ethics, alternative medicine

**Introduction:**

Nowadays people are using alternative medicine are the cost-effectiveness, preoccupied thought of they are free from side effect. According to the recent data of European Information Center for Complementary & Alternative Medicine (EICCAM) around more than 100 million European citizens are regular users of Complementary and alternative medicine. Dr David Eisenberg “The prevalence and expenditures associated with alternative medical therapies in the U.S. have increased substantially from 1990 to 1997, and he defined Alternative medicine as "medical interventions not taught widely at United States medical schools or generally available at United States hospitals .3" Conferring to a survey report the number of elderly people in India by 2016 will be around 113 millions approximate 10-12% of our whole population, out of which 51% contributed by the elderly women. This makes us think to design specific health care program to combat the old-age lifestyle disorders like osteoarthritis, osteoporosis, diabetes, cardiovascular diseases, and hypertension, Parkinson’s disease, etc. Ministry of Social Justice and Empowerment seeks Promotion of time-tested AYUSH practices for holistic health care viz. Rasayana ( rejuvenation) therapy of Ayurveda in particular for Geriatric Care.

The Code of Ethics framed in case of Alternative Medicines is mainly in the area of education, research, marketing the pharmaceutical preparation, and service.

Coming into the education the level of education of alternative medical practitioners is at the level of mechanical or sometimes below the standard of a layman practitioner. The use of alternative medicine does not reveal the ideology or approaches of all practitioners. Now a day many practitioners would give stress upon the use of the integrated approach of conventional along with either with CAM or Alternative system of medical knowledge. It is observed that Increased demand of alternative medicinehas made it domineering that the topics related to this stream of medicine should be included in medicaleducation to teach practitioners observed in medical schools that includeCAM therapies and their philosophies in their curriculum. As the integral demands of alternative medicine, it is important now a day's evidence-based medicine is an integral part of health care professional education activities especially medical education. Backed by evidence outcomes of experimental and clinical researchand might help to make choices for their patients by giving them a proper direction. Present research and case report suggestive of drug-herb, food –drug,food-food disease herb interaction 2, as herbs suppose to be safe but may cause a reaction ranging from an allergic reaction to fatal side effects. the effect mainly due to substitute, adulteration For instance; Warfarin may cause bleeding when used along with herb like garlic, as garlic is blood-thinning .property.It had observed that decreased concentration of phenytoin, an antiepileptic medicine process antagonistic i.e negative action when we prescribed along with shankapusphi (Clitoria ternatea L) syrup.

The main threat or ethical issue is non-medically trained persons practising in the name of Ayurveda, Homeopathy as well as yoga-like treatment modalities. Medical Students must also put light on Some of the most common moral concerns related in the usage of alternative medicines are, a) All most literature information about the medicines used in the alternative medicine are in their regional language or vernacular language often not handy to the medical Scholars and practitioners.eg. Some of the Chinese natural products which are used for treating obesity, immunomodulator etc. contain aristolochic acid, a chemical constituent may cause renal toxicity b) Substitution and adulteration- for instance, in Indian system of medicine, Ayurveda Plant Asoka (Saraca indica ) substituted by Kasta dharu (Polyalthia longifolia) which not at all matches the attributes of Asoka chemically as well as pharmacological. One more example is Turmeric (Curcuma longa ) adulterated by using methanol yellow (not lethal, but illegal) and red oxide of lead 4.

The other issue to be answered is academician also an eye on funding agencies to fulfil to research this area and publishing research outcome, in high impact and impartial journals.

This is the right time for AYUSH to think over multidisciplinary, integrative curricular approach and also should focus on strength, weakness, opportunities and threats in this particular arena. Here AYUSH must stress on upgrading its curriculum by the inclusion of emerging trends in medical science and technology like Stem Cell Research, Nanotechnology, Pharmacogenomics etc.

Finally, As far as medical education is concerned only quality teaching will not serve the purpose of future doctors, as a host of activities including self -development, keeping in pace with the latest technologies, Interdisciplinary and multidisciplinary activities etc. also play a vital role. Finally, as we all know that Knowledge measurement is a process of the practice of creating, acquiring, capturing, sharing and using knowledge, where it resides to enhance learning, as perception is a source of knowledge of science, and scientific knowledge is pragmatic. Science is not a homogenous set of discipline or method.

Research is an integral part of the development of every science. To conduct research funding is very important if the only government and government-aided agencies are funded, then the amount is reserved in the yearly budget not fulfils the demand or requirement and supply. For example In Indian budget around Rs 7,288 crore 2 reserved for Science and Technology, which is too small to meet the expectations!

One more thing I would like to highlight the kind of research. Research is of two types basic and applied one. Usually pharma as well as business sectors not interested in basic research and private-sector research organizations also not so keen to take research projects in the basic or fundamental science arena, except a few exceptions. And we are spending only a tiny portion of the money to research alternative medicine. We must look at this issue and our responsibility. The fundamental objective is what standards we are maintaining. Fairness and justice are the two important issues in the area of research in alternative medicine. The other issues of research in our funding, no pharmaceutical industry is interested in conduct in this field and still no clinical trial able to cross-phase IV clinical trial. This is mainly because of the lack of documentation as well as evidence. One more concern in alternative medicine in researching this arena is every type of these alternative therapies based on their philosophies i.e principles for examination, investigating, diagnosing and for treatment. Franklin GM advocates following the same ethical parameters in each type of research like clinical trial or RCT. If the government only supports basic science research or fundamental research in alternative medicine, then it happens only at the academic level and not generate any income to the government also. So if both pharma and government sectors contribute financially to the research with same interest both in basic as well as applied one, then only this science will grow as well as the public will trust the outcome of pharma sponsored research outcome-based products in this area. For example, Direct spermicidal activity of neem oil from the plant Neem (Azadirachta indica) occurs in vitro and in vivo. Some other plants which possess contraceptive action are a Hexane extract of the seeds of Nigella sativa L. There are hundreds of references available on plant origin contraceptives in the traditional as well as folklore Indian and Chinese medicines. Doctors, scientist , and Pharma companies must think over these problems and try to deliver safer contraceptives with Multifocal benefits. Here we must look into drug discovery areas like local, economical, easily administrable as well as natural resources like plant origin contraceptives.

Marketing: A Country like India, catering around 677 Universities as on 2014 data, but the question is how many of them are having their laboratory facilities which meet world-class checklist manifesto. While India is having registered pharma companies with a market valued at Rs. 89,244 crores. Which depend upon these universities as well as private accredited laboratories to conduct their medical clinical trials, before marketing new products and expecting positive results. Collection and identification raw materials, its purification, isolation, synthesis of its chemical constituents in form extraction or as a molecule, conducting clinical trials, standardization of collection, processing to finished products and quality control are the ethical concern of the pharmaceutical marketing. According to WHO (World health organization)prediction, the global herbal market may reach five trillion US dollars by the year 2050 1.

But the ethical obligation is the use of regulatory agencies, Pharm companies and government are to provide funding to study the efficacy of alternative medicine, gathering information regarding particular medicine creating awareness in the public regarding the safe use of the medicines of these streams. Pharmaceutical companies must use the herbs as mentioned in their classical treatise without using adulterants or substitutes 2 . The government and regulatory agencies must consider it's their ethical as well as a moral responsibility to direct the directory to pharma companies to display the proper dosage modality like medicine or dietary supplement nutritional supplement i.e. neutraceutical while the label of the container must give information about strength, indication, dosage, adverse effects and possible interactions like herb-drug interaction for instance …, MRP, and customer care cell. Thus ensuring user safety, including the observing of risk factors. In the making pharmaceutical products, professionalism is the main driving force for ethical conduct.as pharmaceutical industry one of the most regulated industries. Since the last decade, awareness is created regarding the use of ethics. There is no standard in the code of conduct in the case of ethics, but each country has its pharmacy professional body or council will use the code of ethics. The only legal requirement in the sale of such products is that they not be promoted as preventing or treating disease. Without violating the law like they must mention the system of medicine in case of both classical as well as proprietary medicine, while sources of treatise in case of classical medicine. The main drawback in alternative medicine is ethical issues relating marketing herbal drug like a)To match the standards of European Union (EU) & food and drug (FDA) Food supplements directive (FSD), Pharmaceutical Legislative review, Traditional Herbal medicinal products directive (THMPD).b) Lack of standards, in areas like Good manufacturing practice (GMP), Good clinical practice (GCP) Good laboratory practices ( GLP) with post-marketing quality assurance, etc. for instance In India epidemic dropsy is due to adulteration of the mustard oil with Argemenone mexicana.

Health care delivery: Earlier people, especially urban turn to alternative when there is no relief from conventional methods, but now even doctors from the conventional system are turning towards alternatives to evolve the integrated medical system. In the case of health care professionals, Physician must always maintain the highest standards of professional conduct towards his clients. A practitioner is great cautious in publishing discoveries not claiming false information in health care delivery. Nor influence the public by advertisement as per drug and cosmetic act 1945, and 2013 schedules and magic remedies act 1955. The other ethical issues related to the alternative medicine practitioners are as same as like conventional system of medicine. Like maintenance of Privacy and Confidentiality of the patient. He must use other sources like an expert opinion, referred to a specialist , whenever he observed that taking care of his patients are beyond his capacity, emergency, etc. he should immediately summon another practitioner who has the necessary ability or standard. The main ethical issues observed in a multidisciplinary , integrated approach. or interprofessional practice. the commonest issues we must answer are at an individual level each member should practice respectful communication with other team members. Discuss controversies and problems with other team members while At the team level, they should Get to know and assimilate new members into teamwork processes like to develop open communication and dialogue and develop and implement integrated patient care plans. and At the organization level to establish Support team development and function Appoint a facilitator to address communication and ethical issues and to mediate team conflicts.

**Discussion**

As the increase in awareness in public and among health care professionals, the new mode health care approach came into existence popularly known as Holistic or integrated or multidisciplinary integrated approach or interprofessional practise (IPP). The health care professionals or IPP members must entertain the patient right to discuss and decide on the plan of treatment. The ethical issues which can emerge in these situations could be violations of the code of conduct. In an IPP approach, Ethics is concerned to estimate what is good and bad, right and wrong, and of moral duty and obligation. It also includes the values and principles of conduct governing an individual or a group. In health care ethical issues are usually defined as standards of practice linked to the dyadic responsibilities of individual providers to their patients and each other as professionals. while lack of experience in this field to be more complicated as mentalities of these members, Overall every member of the team should understand that inter-professional practice will strengthen the inter-professional collaboration which will eventually lead to improved health outcomes. It is our belief and recommendation that Integrative.

I came across this very interesting case study of expert panel report on Core Competencies for Interprofessional Collaborative Practice sponsored by the American Association of Colleges of Nursing, Osteopathic Medicine, Pharmacy, Dental, Medical education, and Association of Schools of Public Health 5. The report talks about values and ethics for interprofessional practice. The report delivers the notion that professionalism is of "old approach" and "new approach". And "new approach “ highlight Respect others’ opinion and consider them as individuals”.. This understanding will solve many of the issues with, related to ethics in practice. I would like to address the principles of ethics that are to be taken care while providing care to patients, the Ethical code of conduct a team should observe should be Patient-centred attitude. Mutual respect and trust amongst health care providers the main threat in multidisciplinary as well as IPP is lack of effective team-building process. Ethical dilemmas may arise for patients, family members, medical staff members and physicians alike when answering some of the issues Advanced information, Alternate decision making, Denial of treatment, Conflicts with caregivers 6.

In the past The few years, the Arizona state university offering Program in Integrative Medicine, Many giants in health care delivery in India like Medanta, Patanjali Yogpeeth etc. was using an integrative approach in health care delivery like using Yoga, Ayurveda etc.. But we have to focus on the restructuring of medical education. Promotion of education, many may not be aware of all the functional benefits of some of the very well known herb. Technical marketing is certain to yield result.

**Conclusion.**

All the ethical issues are about the alternative medicine is on two terms like scientific one and evidence-based. If alternative medicine philosophies are backed by Evidence-based one, universal and acceptable for practice, then it is easier to understand and practice by practitioners from the conventional system of medicine. The main components of alternative medicines are mainly herbal origin medicine, Therapeutic Massage, dietary management. Breathing exercises, meditation. Despite ethical issues about the use of alternative medicine GP’s either refer to their patients to alternative medicine practitioners or use it themselves in their regular practice like as an antioxidant, dietary supplement and neutraceutical one.

The aim of life to achieve some remarkable good things. So we have to think about how life will become meaningful or good? How to overcome pain in life either psychological or somatic origin. Aristotelansim will be the answer to their question is doing meaningful things as well as fulfilling our demands.

There is no right and wrong in the field of ethics, what is ethics? According to  Potter Stewart, American Judge“ Ethics is knowing the difference between what you have a right to do and what is right to do”. Even making decisions under dilemma is also helps us it shows we are having options. As Plato rightly says Does God forbid things because they are wrong, or are things wrong because he forbids then? Thus we must think that alternative medicine. Has its strength, weakness. He has to work in such a direction and we can do justice. Here there are many ethical and moral issues. I don’t want to put a light on them and discuss what is right and wrong. I just want to focus on the issues and how to overcome these. As Elizabeth Loder mentions it unfair to conclude this point. What is right what is wrong.

**References:**

1.4th Global Summit on Medicinal Aromatic Plants. 2013, http://sciencedev.net/Docs/4thGlobal\_Summit\_.pdf.

2. Shaw D Leon C Kolev S Murray VTraditional remedies and food supplements: a five year toxicological study Drug Saf. 1997; 17: 342-356

3. Eisenberg, David M., et al. "Trends in alternative medicine use in the United States, 1990-1997: results of a follow-up national survey." *Jama* 280.18 (1998): 1569-1575.

4. Gohil K J, Patel J A. Herb-drug interactions: A review and study based on assessment of clinical case reports in literature. Indian J Pharmacol 2007;39:129-39

5 Silva, Mary Cipriano, and Ruth Ludwick. "Ethics: Ethical Issues in Complementary/Alternative Therapies." *Online Journal of Issues in Nursing* 7.1 (2001).

**Author & corresponding Author**

Dr. Kamath Madhusudhana

Associate Professor.

Division of Ayurveda,

Centre for Integrative Medicine and Research (CIMR)

Manipal  Academy of Higher Education.

Manipal-576 401

Cell :09448759365