



Editorial

Doctor-Patient Relationship and Media

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Revising the doctor-patient relationship is a very important issue now a day. It is worthwhile and instructive to look at how the media, electronic and print, participate in and affect this relationship. The media sometime intentionally or ignorantly distorts scientific information. Overall the media has little conception of the process of science. Media needs blacks and whites. Science and medicine are neither of these. So, probably most of the "news" people receive on medical issues is tainted, distorted, and inaccurate. The necessity of high TRP forces all the media to put out all kinds of junk. The most sensational stories attract the most eyeballs. The vast majority of media outlets focus on what sells, i.e., the worst aspects of human behavior.

Now a day doctors rarely enjoy the freedom to do what is good for his patients in a paternalistic way. People need to participate in medical decision-making. But patients and their families are not well-equipped to be partners with their doctors, owing to the poor quality of

medical and scientific information they receive from their media sources.

So, patients and their families need to be smart health care consumers. The very important question is how to become an educated advocate. Many problems arise owing to peoples' naive approach when they interact with medicine. Their knowledge base is not adequate. This is partly due to the ongoing deterioration of our educational system and partly due to the ongoing deterioration of the quality of the media.

We've reached a crossroads in our society where most of our health care consumers are not well educated and ready to become an effective partner. But shared decision-making by the patient, the family, and the doctor is now a critical necessity. In Bangladesh, we need to find ways to gain access to real information and educate ourselves on the important issues of health and health care. Role of constructive media is this regard is indispensable.

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