

APPROACHES TO THE RESPONSIBILITY FOR BIOETHICAL RUPTURE: PHARMACEUTICAL INDUSTRY AND MASSIVE CONSUMPTION OF MEDICINES

LAURA SOFÍA MONTEALEGRE TOVAR

Universidad Militar Nueva Granada

Lawyer. Member of the Youth Arbitration Network and Leader of the research firm in Corporate Law of the Universidad Militar Nueva Granada. Research assistant of the professor and researcher José López Oliva, currently a young researcher at the Faculty of Law of the New Granada Military University.

RESUMO: One of Major controversies raised between the bioethic's sector and pharmaceutical industries, is grounded on these have investing the greatest part of investigation, financial and technological resources in high presence diseases because is more profitable than the research and development of medicines to treat low incidence pathologies. It set up a conflict in the implementation and investment of scientific and financial resources in a cost-gain relation. that is to say, they prefer financial retribution instead of benefits for those patients who suffer less common diseases. Currently, had attempted to get incomes from psychiatric diagnosis pathologies that get used to have abstract symptom of differing presence for patient. . whence, Pharmaceutical industries invests in clinical tests that promotes psychiatric diseases reclassification, pursuing some results that are called "everydayness's psychiatry". In other words, they're searching daily situations such as momentary rage or lose a job, personality traits such as being imprudent too, even the wilful sexual promiscuity, be seen as medical psychiatric pathologies that generates a substantial increase in medicine consumers. This situation illustrated a serious affectation to personal integrity and health rights in a psychophysical plane, because the patient who receive a diagnosis that psychiatrizes, the everydayness or his influence by information about technological and scientific development or issues concerning the health, increasing directly and indirectly the consumption of specific or generic medicine. Even leads to looking-for a illegal mechanism to get medicines that requires medical prescription. That involve, pharmaceutical industry promotes the infringement of these rights using information and several suggestive media which pretending take economical benefits, in contravention with the "Primum non nocere" bioethical principle. this demand for scientific levels which impact the life, do it in a friendly and integral way, without bring about damage to receivers or reducing implementation risks. In conjunction with the duty of respect, established as part of company's principles and UNO's Human Rights. Therefore, this investigation pretend to explain which kind of cooperative transgression was configured as legal entity criminal liability (vicarious liability), analyzing specifically harmful practices were undertaken by pharmaceutical industries. In the same way, this purposes to analyze the application of this liability to current situation that is presented as psychiatrized daily life, a mental type public health problem that harm Human rights starting from welfare and non-maleficence standards rupture. it materializes through suggestive information, spreading in viral way with ease attainability through several media, even using Public health campaigns; taking advantages from the globally personal concerns about health topics.

PALAVRAS-CHAVE: BIOETHICS; NON MALEFICENCE BENEFICENCE;
PHARMACEUTICAL INDUSTRY; EVERYDAYNESS'S PSYCHIATRIZATION;
HUMAN RIGHTS.