Abstract
The article developed the idea of doing good as the ruling principle of the four principles suggested by clinical ethics, and the importance of truth, taking exceptions into account. It dealt with the need of a good process of informed consent and the unaffordable cost of the rule that prevents the physician from influencing the patient and at the same time from fulfilling his/her role as an educator. It further analyzed the advantages of educated consent that does not leave the patient alone at the difficult decision-taking time and allows changing the patient’s negative health behaviours. Several types of physician-patient relationships following Enmanuel E. & Enmanuel L.’s classification and how the use of educated consent is feasible in deliberative relationship were also considered. Some goals that should be attained in Cuba were put forward.

Keywords
Ethics, physician-patient relationship, informed consent, educated consent.