

ASSESSMENT OF CONTEMPORARY APPLICATION OF ETHICAL PRINCIPLES IN PHARMACY PRACTICE

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Nowadays pharmacies occupy a leading position not only in the pharmaceutical market but also in the medical and diagnostic process. It is known that customers often apply for advice and recommendations on choosing appropriate and rational use of medicines directly to the pharmacist, bypassing the doctor's counselling. It should be highlighted that effective communication by pharmacists is essential to improve the use of medications by patients and ensure optimal therapeutic outcomes.

Considering the above, the formation of pharmacist's perceptions of professional ethics in counselling is being of great importance.

The aim of our research was to study the awareness among practical health-care professionals and future professionals (students) on the application of ethical standards in the pharmacy practice.

A survey questionnaire was conducted with 150 responses. The study included completing interviews of 57.2% (n: 83) students and 42.8% (n: 67) pharmacists.

Education training and development of pharmacists is one of the important issues, effective solution of which ensures the successful development of the pharmaceutical industry as part of the health system. The main task of higher pharmaceutical education is the formation of a value-oriented competence of students. Therefore, factors that influence the choice of professional field play an important role in forming a specialist's competence.

According to the results of the survey we established that, desire to provide healthcare services (83.4%), good employment prospects (76.9%), opportunity to earn a high salary (69.4%), well respected job (62.2%) and desire to help people (58.7%) were found as major motivating factors that influenced the students' decision

in choosing particular field of pharmacy in Ukraine (Fig. 1).

Thus, a study conducted on pharmacy students showed that reputation of the profession, personal interest and pragmatic motives of the students was the major factor that drew them towards the course.

At the same time professional, social and cognitive motivations that contribute to the rapid mastery of the necessary skill or competencies were less likely than the previous reasons.

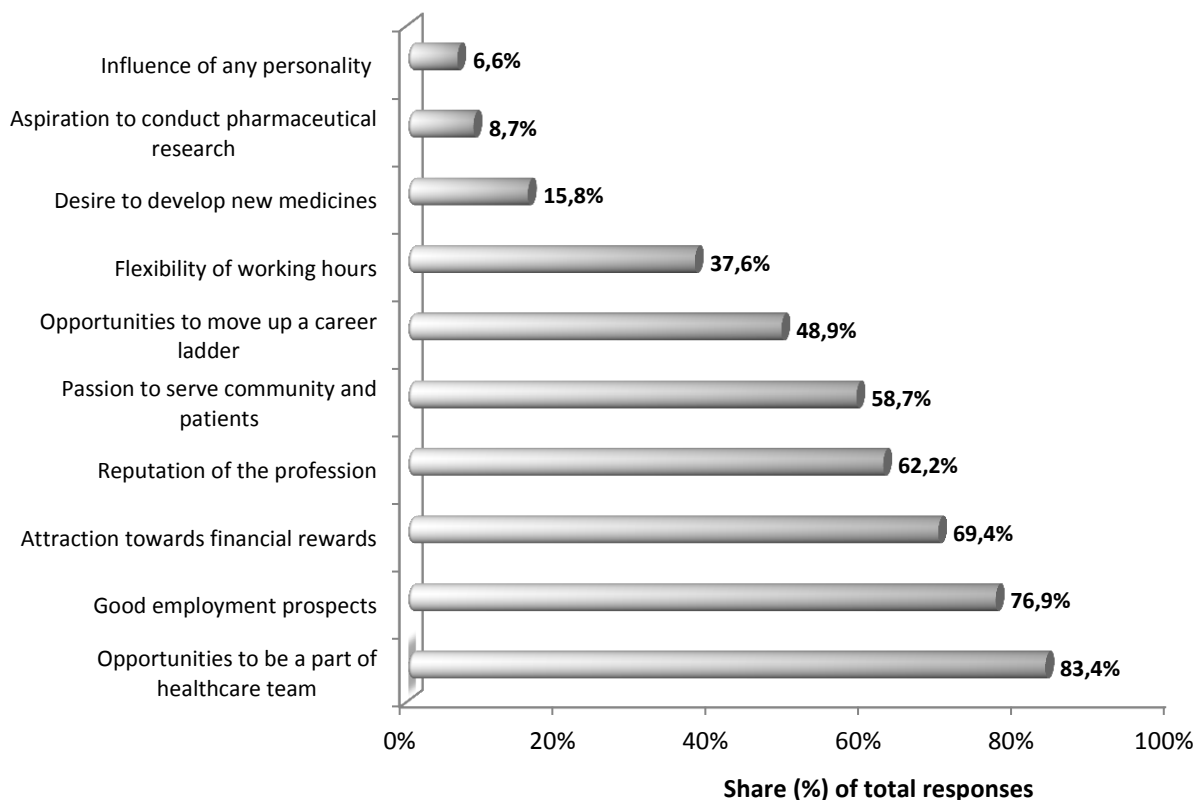


Figure 1. Reasons for selecting particular field of pharmacy.

Nowadays pharmacy's customers tend to see not only qualified specialist, but also professional with correct, responsible and attentive attitude towards their needs and requests. Thus, the next stage of the analysis that we carried out was to investigate Ukrainian pharmacists' and pharmacy students' awareness of the Code of Ethics of Pharmacists. Familiarity with the Code of Ethics was measured with one item asking participants whether they were familiar with it.

Students' and pharmacists' knowledge about the Code of Ethics of Pharmacists

is presented in Figure 2.

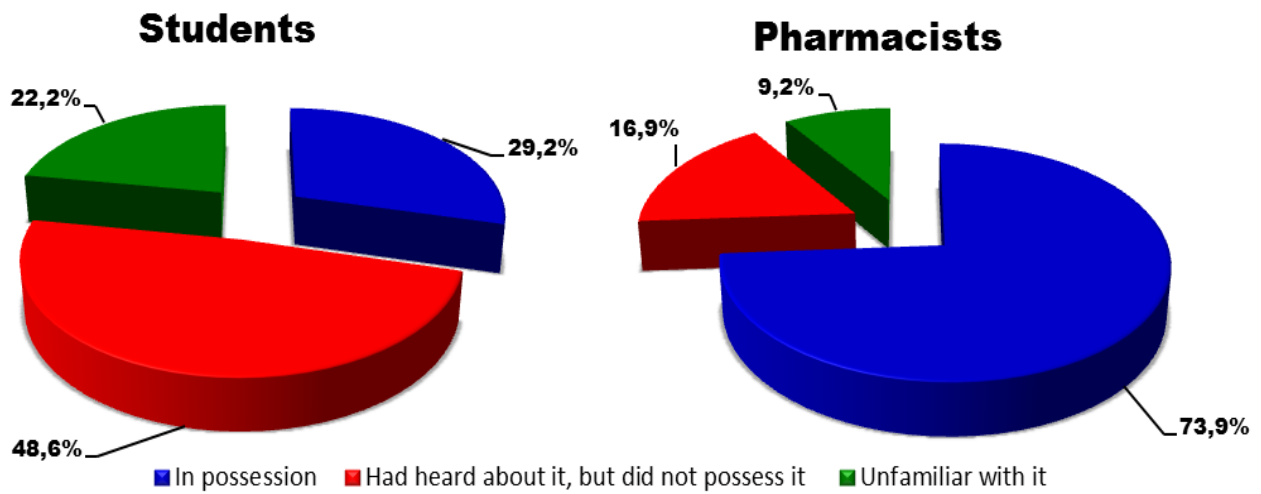


Figure 1. Familiarity with the Code of Ethics of pharmacy students and health care professionals.

According to the results of the analysis we established that of the students who answered the question on familiarity with the Code of Ethics, 29.2% possessed the principals, while 48.6% had heard about it, but did not possess it and 22.2% were unfamiliar with it. Pharmacists were most likely to possess the Code of Ethics. Of the health care professionals 73.9% of all respondents possessed the principals of the Code of Ethics.

Thus, familiarity with the principals of the Code of Ethics of Pharmacists among health care professionals and students appears to be limited. Unfortunately, the pharmacy graduates have not been trained in the aspect of the Code. Thus, the extended role of pharmacist must be reflected in the education process of pharmacists. Education outcomes should include the patient centered pharmaceutical care. Therefore, students and professionals should be educated about the content of the Code of Ethics. In addition education outcomes should include the patient centered pharmaceutical care.