

THE RESEARCH OF EMPLOYER REQUIREMENTS TO THE PHARMACEUTICAL SECTOR SPECIALISTS

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Introduction. Today employers have set rather high requirements for pharmaceutical specialists; that results in improving of the education quality and in the formation of the respective competences because of educational services of the university. Along with this, pharmaceutical care assumes social interaction, it is to build relationships with both therapeutic and human orientation. Consequently especially actual is formation and development, along with the basic competencies, of future specialists moral potential, according to the sector specifics.

Aim. The study aimed to analyze the set of competence characteristics, which are the most important in achieving the goal of providing educational services.

Materials and methods. As the research method was used sociological research method - questionnaire. Developed questionnaire for professional activities requirement evaluation by the respondents includes 4 blocks of indicators. The maximum score for each indicator amounted to 5 points, the minimum - 1 point. The mathematical processing of the data was performed using Microsoft Exel software.

Results and discussion. In the first phase of our research were analyzed personal data of 160 respondents, including practical pharmacy specialists with complete higher pharmaceutical education, junior specialists and applicants of educational qualification level Master of Pharmacy. Based on the results of personal data analysis it was defined that the vast majority of respondents are representatives of the pharmaceutical industry retail sector - 87.61% of respondents. In pharmacies with the right of extemporal drugs manufacturing works 4.38% of the respondents. Industrial enterprises employees of the pharmaceutical sector and medical representatives amounted to 1.87% of the respondents, and employees of pharmaceutical wholesale companies - 1.25%.

According to the analysis of the first block of indicators, which reflects the views of the respondents about *the education quality at the University*, determined that, according to junior specialists and pharmacists practicing, the highest score is the item "ensuring proper storage of medicines" (4.04 and 3.82 points accordingly). At the same time, level of foreign language proficiency was assessed only in 2.81 points. As the best University preparation links Master's degree students evaluate knowledge of the pharmaceutical activity legislative base - 4.24 points and working with prescriptions - 4.16 points, while as the problem area they designate the level of foreign language proficiency and skills of premedical first aid giving - 2.52 and 2.60 points accordingly.

The second set of indicators suggests an assessment of survey participants opinion about the importance of competencies in professional activities. Drugs preparation in pharmacies/pharmaceutical enterprises and the level of foreign language proficiency was estimated by junior specialists at 3.42 and 3.69 points accordingly. It was found that the most commonly used in professional activity, according to respondents, is the document maintenance (cash transactions, account of inventory), level of personal computer proficiency, assessment of symptoms, isolation of cases, when you need access to a doctor and providing advices on the rational use of drugs. According to pharmacists practitioners, lowest value have the drugs preparation in pharmacies/pharmaceutical enterprises (3.55 points). As the most important competencies they designate level of personal computer proficiency (4.91 points), knowledge of OTC and prescription drugs, medical equipment and related products selling (4.82 points), the document maintenance (cash transactions, account of inventory), and providing advices on the rational use of drugs (4.77 points).

According to data obtained from the analysis of the third block indicators, which reflect the most important personal characteristics of the pharmaceutical worker, the least attention professionals and, accordingly, employers pay to creative and innovative component of the professional activity - 3.90 points. Should be noted that specialists with complete higher education distinguish along with discipline and diligence, communication skills (4.86 points), and speed of the service (4.82 points). The most important for junior specialists and Master's degree students are responsibility and organization (4.73 and 4.96 points) and discipline and diligence (4.66 and 4.92 points accordingly). It should be noted the importance of self-education and professional development for junior specialists (4.66 points), and for Master's degree students - the level of compliance with professional ethics (4.92 points).

According to the results of the fourth block of questions analysis, which represents *comparative evaluation of theoretical, practical and educational aspects of teaching at the University*, skills level, according to respondents, is valued at 3.26 points. University's contribution to the formation of pharmaceutical worldview and personal qualities education of the graduates necessary for realization of professional activity, reaches the highest average value - 3.77 points.

Conclusions. In the process of determining the importance of the professional competencies and personal and humanistic qualities blocks, was identified the trend towards all respondents comprehension of the social aspect importance of pharmaceutical sector specialists activity. The study identified the problem areas of the educational process and priority professional activity competencies. Among the recent competencies the principal are: responsibility and organization; discipline and diligence; the level of compliance with professional ethics; providing advices on the rational use of drugs; communication skills; stress, emotional stability and self-control; adaptability, mobility, level of service speed.