

# **PROFESSIONAL ETHICS OF PHARMACIST AS AN ELEMENT OF PHARMACY SOCIAL FUNCTION**

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**Introduction.** A pharmacy is a specialized health care institution whose task is to provide the population, enterprises and organizations with medicines and medical products through retail trade. At the same time one of the main functions of the pharmacy is social, i.e. providing the population with pharmaceutical aid. In this connection, the understanding by a pharmacist of the social significance of one's work is of paramount importance.

**Aim.** The aim of this work is to study the rules of pharmaceutical ethics in professional activity as an element of the social function of the pharmacy in the pharmacies of Morocco.

To achieve this aim, it was necessary to solve the following tasks: to study the concept and principles of pharmaceutical ethics and deontology; to consider the methods of communication between a pharmacist and a pharmacy visitors; to study ethics of sales in a pharmacy.

The object of research of this work are the rules of pharmaceutical deontology in the professional activities of the pharmacist of Morocco.

The subject of the study is compliance with the rules of pharmaceutical deontology in the professional activities of the pharmacist of Morocco.

**Materials and methods.** Codes of pharmaceutical ethics served as an object of study. The system-review analysis and bibliographic analysis of professional publications, international documents, legislative and regulatory acts to justify the possibility of introducing the principles of pharmaceutical ethics into the professional activities of Moroccan pharmacists served as research methods.

**Results and discussion.** The pharmaceutical network in Morocco is the second largest in Africa, right behind South Africa. Local production covers 70% of domestic demand and even 10% of production is exported. In Morocco, there are more than 14,000 pharmacies, which means a pharmacy for every 3,000 citizens.

The main responsibility of the pharmacist is to take care of the welfare of each patient. According to the ethical code of FIP, the pharmacist should be objective; to put the health and well-being of a person above personal or commercial interests (including financial ones); to promote the human right to safe and effective treatment.

Professional ethics considers two aspects: axiological (value) and deontological (must) in dialectical unity. Pharmaceutical ethics is designed to study and substantiate

the social importance of professional activity, requirements to the personality of the pharmacist, to determine from the standpoint of good and evil the nature of actions and relationships of pharmaceutical workers.

Currently, the range of drugs available in pharmacies has expanded significantly, and the doctor does not always have time to get acquainted with information about all incoming new medicines. At the same time, the level of literacy and exacting to one's health in a certain part of the population has increased, and patients belonging to this social stratum and also experiencing a time deficit, because of their strong employment, very often turn directly to the pharmacist, bypassing the doctor. Due to the circumstances, the role of the pharmacist has changed. Now the pharmacist is a key link in the developing system of responsible self-management, which imposes on him a certain, increased responsibility.

The relationship between pharmacy workers and pharmacy visitors is one of the main points of pharmaceutical deontology. The main pharmaceutical law regulating pharmaceutical practice in Morocco is Dahir No. 1-59-367 of February 19, 1960 (partially amended in 1978), which does not provide for the rules of professional ethics of the pharmacist. Therefore, the following requirements of deontology were proposed. When communicating with patients, as well as relatives of patients, the pharmacist must comply with ethical standards, as well as principles with respect to the patient; to instill confidence in the effectiveness of treatment, medicines and recovery of the patient; to be able to communicate with patients and take into account their habits and interests; to sympathize with patients when communicating with them; to be able to share another's grief and raise the mood, as well as overcome the feeling of hopelessness in the patient and his despair; to understand the nonverbal signs of the patient's condition, in particular the facial expression, the tone of the voice of his posture; to be always benevolent and deserve the patient's disposition and trust; do not allow mistakes and inattention to what and how he says in communication with the patient; to avoid hasty actions and ill-considered preparation of the workplace of the pharmacist; to observe medical secrecy and confidentiality of information during the conduct of professional practice; when dispensing medications, the pharmacist must explain in detail the patient how to store the medication properly at home, how and at what time to take it, what is recommended to drink it, and also to warn (with caution not to inspire the patient with fear) about possible side effects of the drug and to explain to the patient what to do if there is a side effect of the drug.

**Conclusions.** Thus, the rules of pharmaceutical ethics were studied and the principles of deontology in the professional activities of a pharmacist in Moroccan pharmacies were suggested.