## PLACE OF DISTANCE LEARNING POSTGRADUATE EDUCATION PHARMACY SPECIALISTS

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Introduction. Vocational training is one of pharmaceutical regulators and indicators of social development, because actually creates and maintains the viability doctrine of society. Given the current trends continuing professional development, the basic provisions of European integration, the development of modern information technology and the principles of distance education is particularly topical application of new information technologies, including distance learning approaches in training. But in the distance learning there are a number of disadvantages which significantly impair quality of training (lack of personal contact between student and teacher, the impossibility of practicing skills by listener, problem with authentication etc.). Teachers of postgraduate educations institutions are not yet fully prepared for the introduction of this training form, because by traditional technologies the teacher has role of mentor and leader, and in distance education it should to be a coach and consultant. To compensate these disadvantages it needs to harmoniously combine distance with traditional learning.

Materials and methods. The special features of distance education include its interactive character, necessity of clear planning, intensive discussions and participation of students in adjusting the structure, content and effectiveness of the course. The distance learning phase in course represents not just a certain amount of information, and a complete process that involves the individual search for new knowledge, exchange of letters with the teacher and those who learns, recourse to electronic periodicals, multimedia application forms. Systematic monitoring carried out in the form operative feedback, automatic and deferred control.

Results and discussion. Analyzing during the study advantages and disadvantages of traditional full-time and distance learning we can note that it is a harmonious combination of these forms is the condition for the effectiveness of training, which will use the strengths and advantages of distance learning technologies. During theoretical and practical study on the use of distance learning at the courses for pharmaceutical professionals, we have summarized the scientific approaches to defining the essence and the basic concepts of distance learning. We compared the didactic principles on which based full-time and distance learning, certain advantages and disadvantages of each form of education and their comparison; the content, forms and methods of using distance learning; marked

features using distance learning. It was developed the model of using the distance learning in the system of postgraduate education pharmaceutical specialists, which was held by a series of thematic advanced training in pharmacy; investigated the efficiency of distance learning in the system of postgraduate education of pharmaceutical experts. The possibility of successful professional activity specialist pharmaceutical profile depends on vocational training in educational institutions, on its content and pedagogical techniques used, and the organization which depends on the understanding level of the objectives, content, structure and nature of the profession.

Great attention was paid to the topic and load distribution on the distance and full-time stages of study. In the lecture materials that were made at the remote stage of training for self-study, were included in the results of recent national and international research on effective and safe use of medicines from the perspective of personalized medicine.

Analysis of the final test in the experimental group (which using distance learning) showed that "excellent" mark on exam has had 78% of learners, "well" mark - 22%.

This result suggests that these benefits of distance learning as the possibility of repeated revision of lecture materials, sufficient time for self-training, learning material in handy for students time combined with the benefits of full-time training (practicing skills under the guidance of experienced teachers, etc.) greatly increases the effectiveness of training pharmaceutical experts.

**Conclusions.** So, given the current trend of continuous professional development in pharmaceutical education today is a very important application of new information technologies and distance learning approaches in training professionals of pharmaceutical profile. The use of distance learning at the courses of pharmaceutical professionals has a number of useful features, provides a flexible environment for education, can take advantage of distance learning is relevant and promising direction of development of modern science.