

## ANALYSIS REQUIREMENTS TO PHARMACEUTICAL PERSONNEL

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The introduction of modern approaches to the management of pharmaceutical institutions and proper GPP pharmaceutical practice requires the availability of professional knowledge, skills, and "client orientation" among pharmacy professionals.

The **aim** of the work is to determine the socio-psychological characteristics that a pharmacy specialist must possess.

To determine the requirements set by employers for pharmacists, we analyzed over 900 topical vacancies for October 2016, provided by pharmacy institutions in Ukraine. The analysis was carried out according to the data of the leading job sites, such as work.ua, rabota.ua, trud.ua, job.i.ua, hh.ua, job.ukr.net.

Job analysis highlighted that today employers have reduced their demands to five main points:

1. Responsibilities (versatility).
2. The level of training.
3. Experience.
4. Professional knowledge and skills.
5. Personal qualities [1-3].

For a long time put forward the demand for pharmacists - availability of professional education. Requirement higher education applicants put forward 72% of employers in vocational education falls under 28%.

An important role employers play according to experience. Thus, most employers want to see pharmacy with experience of 0.5 years (68 %), followed with experience of 1 year (27.7 %), experience of 3 years, 3.7% interest employers to 5 years - 0, 6%.

As seen from the histogram distribution, today employers no consensus regarding the personal characteristics of the candidates, as there is no clear idea how to be a specialist pharmacy. The main features are communication skills (31.6%); responsibility (25.6%); result orientation (17.2 %). However, come to the pharmacy businesspersons and housewives, pensioners and socially vulnerable and people are homeless, and they all need attention, understanding and compassion.

They want to be heard and get advice and sympathy. This in turn will lead them to purchase drugs and, consequently, to profit pharmacies and increased his visits to population.

Based on the analysis of vacancies presented by pharmacy institutions, the requirements of employers for pharmacists are defined. It is determined that employers still emphasize the professionalism of a specialist. The requirements to knowledge and skills that a modern pharmacist should possess are analyzed.

The rules that a pharmacy specialist must adhere to in his professional activities are defined. The socio-psychological characteristics of pharmacists have been studied.

**Conclusions.** The requirements set by the employer to pharmacists in modern conditions are examined and ideal pharmacist portrait is formed.

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