INTRODUCTION OF ELECTRONIC DOCUMENT TURNOVER

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Introduction. Electronic document turnover (EDT) is a system of automated processes for processing electronic documents that implements the concept of paperless workflow. The system allows users to intuitively understand the workflow of all regulating and recording documents (records) by processes, certain GMP requirements. The uniqueness of the system lies in the fact that along with the automation of the stages of the life cycle of documents (design, coding, development, coordination, approval, commissioning, production of controlled copies, change control, archiving), it is able to automate the life cycle of records data, checking, making changes, archiving a record).

Aim. Our goal is to introduce EDT for the effective management of documentation at a pharmaceutical enterprise.

Materials and methods. When implementing EDT, the system should be integrated with other computerized systems installed in the enterprise. The introduction of electronic document management in an organization is not such an easy task. It is not enough simply to develop, purchase, install the program on computers and start work. The success of implementation depends on compliance with several conditions:

- active participation in the automation of office work by the management of the enterprise;
- adherence to the installation stages will allow you to withstand the necessary deadlines and keep within the budget;
- interest of key users. At automation of document circulation it is necessary to consider interests of those employees who will directly work in the program;
- the competent preparation of the project documentation will help to avoid discrepancies between the executor and the customer in the process of system operation;
- validation of computer systems.

In the process of introduction of the EDT system in the enterprise, problems and risks inevitably arise, leading to a violation of the project start-up time, exceeding the budget, incomplete achievement of the goals facing the EDT system or even a complete breakdown of the implementation of the program. The specificity of risks in the implementation of EDT is due to the fact that it is necessary to transfer a significant part of employees to new and unusual methods of work. The main reasons that cause increased risks include the following:

- conservatism of employees;
- insufficient computer literacy of workers;
- lack of documentation for major processes;
- insufficient technical equipment;
- lack of clear project management.

To prevent the emergence of undesirable problems in the organization of EDT, it is necessary to design in detail the operation of the EDT system in the enterprise, organize its phased implementation, train the staff and provide it with operational support in solving problems related to the operation of the EDT system.

Results and discussion. We have identified the main stages of the introduction of EDT in a pharmaceutical company:

- preparation of project documentation;
- identification of key personnel for project management;
- obtaining technical specifications or user requirements specification (URS) from all departments of the enterprise;
- integration of URS into a single project;
- determination of necessary resources;
- retrofitting of units with computer equipment;

- installation and configuration of EDT software;
- identification of key divisions;
- training/recruitment;
- the sequence of EDT implementation;
- validation of EDT.

The compilation of URS for the implementation of the EDT system is a complex process. We decided to start the implementation of the EDT project of one department - Quality Control Department (QCD).

The URS of the QCD were based on paperwork in accordance with the quality control processes. At the moment the following functions are implemented:

1. Electronic database of normative documents (Specifications, Quality control methods, etc.).
2. Electronic database of control results (protocols, analytical sheet, certificates, etc.).
3. Electronic protocols of quality control procedures (methods) are generated.
4. The electronic base of raw materials and auxiliary materials (standards, reagents, etc.) has been formed.

At the moment, an electronic base for the continuous study of stability is being formed.

The next stage is planned to implement the draft procedure - the release of the series in the implementation by the Authorized Person. This procedure is carried out by a separate process.

Conclusions. Based on the implementation of the EDT project in the process of quality control, it is necessary to make a budget for the full implementation of the project and implement the project at the level of the entire organization.

The introduction of EDT will allow:

- to reduce staff costs due to lack of need for "document controllers" (keeping lists of documents and records, making controlled copies of documents, authorized issuing of forms, transfer of project documents for harmonization /approval, etc.);
- exclude paper costs especially for the production of controlled copies, record forms, consumables and maintenance of office equipment, etc.;
- to optimize the working time of personnel employed at various stages of the documentation life cycle.

ORIENTATION TO THE USER IN A PHARMACY

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Introduction. Orientation to the consumer is an effective way of forming loyalty among the end users of pharmacy products. The consumer of drugstore products becomes either a sick visitor or a healthy one, but who wants to purchase preventive drugs.

The manufacturers of medicines have several categories of consumers, namely:

– Direct (visitor) who personally pays the drug.

– Indirect (doctor) who is guided by the symptoms of the client, appoints a specific medication.

One of not a few important stages of consumer orientation is the development of a research plan. This is done by the following methods:

– Internal sources of information (sales statistics, cost statistics, feedback profiles from customers);

– External sources of information: market statistics; results of consumer behavior research; data from manufacturers;

– Observations, surveys conducted by pharmacists or pharmacists, or by visiting research specialists.