

- ▶ 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

Goncharik V. S.

Scientific supervisor: assoc. prof. Zborovska T. V.

National University of Pharmacy, Kharkiv, Ukraine

goncarikvaleria@gmail.com

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.

Daily work with consumers allows pharmacies to develop effective and right directions of development, necessary to increase their own economic indicators. An important factor in these conditions is skillful attraction of clients, understanding of their needs, quality service, and formation of loyalty among consumers.

According to statistical data in Kharkov, public pharmacies should be slightly more than 50. But not state pharmacies, the number of which "regulates the market" according to the end of 2015 in the Kharkov region – 1300 by almost 3 million people. In this situation, a sharp increase in the level of competitiveness of pharmacy organizations, the guarantee of future success is, first and foremost, the orientation toward the consumer.

Aim. The purpose of our study was to study the methodology of the principle of customer orientation, which underlies the quality management system.

Materials and methods. As methods of research we used – the principle of questioning consumers with subsequent statistical processing of the results.

Results and discussion. A psychological verbal and communicative method was used, based on a specially designed list of questions.

Before the survey begins, the questionnaire should be "run-in" on a small group of people who did not take part in the questionnaire design to check whether the questions are understandable by the alleged questionnaire and whether all the necessary answers to the "quantitative" questions are taken into account.

After the internal "break-in" the questionnaire should be checked on the respondents, that is, to conduct a pilot study or piloting. For this, it is necessary to conduct a survey of about 10 respondents.

During piloting, it is important to pay attention to all questions, the reaction of respondents (clarifications, misunderstandings, comments, objections), as well as suggestions for changing formulations, additions, etc.

Accordingly, based on the results of piloting, it is necessary to adjust the questionnaire. If the design questionnaire is not given enough time to design, that is, did not make it easy to fill, then it can be done on the basis of the results of the pilotage. Even if the questionnaire does not fall into the hands of the respondents, it should be convenient for interviewers.

In our questionnaire, we used the following blocks:

- a cap (this is informing the consumer about the purpose for which the survey is conducted);
- the main part (consists of not a lot of questions that do not incline to any answer).

The first block is focused on the main groups of visitors (80% are female and 40% are male).

The second block is age oriented (the group from 15 to 25 years old is 64%, from 40 to 55 – 15%, from 26 to 40 – 11% and the smallest group from 56 to 10%).

The third block – is focused on the satisfaction of visitors (56% of visitors were satisfied with the assortment, 44% – were not satisfied with the lack of some drugs).

The fourth block is focused on employees (57% of consumers expressed their dissatisfaction with the competence of the staff, 20% expressed dissatisfaction with the queues, 13% were satisfied with everything).

The fifth block is focused on the design of the pharmacy and the location (40% were satisfied with the design, 50% were not happy with the location, 10% were satisfied with the design and location).

Conclusions. The orientation towards the consumer is an important component of the work of every institution in the pharmaceutical industry. Marketing research, professional seminars for pharmacy workers, establishing trust relationships with the consumer contribute to the formation of a positive image of the enterprise, helping to acquire a loyal customer.

According to the questionnaire, we made a conclusion about the need for staff training methods of communication with the client. The increase in the range and some adjustments in merchandising will allow us to attract more consumers to our pharmacy.