

THE ROLE OF PHARMACISTS IN ENSURING THE PROCESS OF RATIONAL USE OF MEDICINES IN THE EUROPEAN UNION COUNTRIES

Ayaou A. (Switzerland), Zhadko S.V.

National University of Pharmacy, Kharkov, Ukraine

ayaou@bluewin.ch

Spending on drugs has risen sharply in Europe over the past decades. This is primarily due to higher volumes and the prescription of expensive new drugs. The drug market is evolving towards more and more highly specialized medicines, which are responsible for an increasing share of health expenditure. Rational use of medicines requires that "patients receive medications appropriate to their clinical needs, in doses that meet their own individual requirements, for an adequate period of time, and at the lowest cost to them and their community".

The purpose of this work is to study the role of pharmacists in supporting the process of rational use of drugs in EU countries.

The public pharmacies are indispensable for the health care of the people in Germany, Switzerland, Great Britain and the other EU member states. Individual consultation, closeness to the patient, speed, efficiency and safety, ensured by innovative digital processes, characterize e.g. the German, Swiss and UK pharmacy system - and make it one of the best in the world. Pharmacies are the first point of contact for health issues. With 22 pharmacies per 100,000 inhabitants, in e.g. Switzerland, is below France (34), Germany (25), UK (25) and hence the European average. The Member States of the European Union have an average pharmacy density of 31 pharmacies per 100 000 inhabitants. The increasing demand of the population for easily accessible health services as well as the scarcity of resources in view of the shortage of family physicians require a new distribution of roles within primary care. The EU-Parliament has therefore decided to make better use of the expertise of pharmacists in the future. Here, the knowledge of pharmacists is urgently needed and of great benefit to the health of the population – and thus also for the cost containment in the health service. Customers therefore appreciate in the pharmacy that their

counterpart can make a thorough first clarification on many health problems. In the so-called triage, the pharmacist determines whether he can deliver a drug himself (symptom-oriented therapy) or whether the referral to a doctor or to the hospital is necessary. Family doctors and emergency facilities should not be burdened with simple and a clear case. At the same time, the pharmacy takes over important tasks in prevention, because it also has access to healthy people who do not go to the doctor.

More It is more important that the legal framework allows the good infrastructure of the pharmacies to be maintained and that the services be paid fairly. Hence, one of the most important tasks of a pharmacist is the drug check. At the polymedication a pharmacist checks all prescribed medication that a patient takes and provides optimized advice through targeted advice and fidelity sure. During the drug check in the pharmacy, the pharmacist pays attention, among other things, to whether inconsistencies or contradictions exist within the recipe. Is there contraindications? Indications with other medicines? Is the dosage correct? What size of pack does the patient need? Does he understand why, how and when to take the drug? Does the patient understand what the consequences are if he does not take the medicine? After that the pharmacist make a check-in (reference check), so he compares the prescribed drugs with the patient dossier, also the list of all medications that the patient has received recently. This gives the patients more safety and personal cut medication management, even if he is in treatment with different doctors.

In addition and according to the EU-Law for pharmacists, the pharmacist is obliged to practice his profession conscientiously and to comply with the confidence placed in him, in connection with the profession. He has to behave within and outside of his job so that he lives up to this trust. The important elements of the patient counselling in pharmacies in different EU-Countries include: free of charge obligatory general patient counselling; electronic transmission of personal information about patient (requires patient approval); electronic records of prescriptions; formulating a medication treatment plan for each patient, digital signature after patient counselling confidentiality of information and so on.