

## **THE PHARMACISTS' ROLE IN ENSURING THE PROCESS OF RATIONAL USE OF DRUGS IN DIFFERENT COUNTRIES**

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The priorities for the development of the pharmaceutical service at both the international and national levels are initiatives and strategies to promote the rational use of drugs (RUD). Pharmacists, whose role in the health care system is increasing in many countries around the world, have a significant influence on decision-making on the use of drugs.

The purpose of this work is to analyze the pharmacists' role in ensuring the process of RUD in different countries

The need to improve and reform the health care system in the field of providing the population with medicines in Ukraine is due to a number of objective factors, including the limited availability of medical care for a part of the population, inadequate regulation of drug promotion to the market, and a low level of doctors' commitment and patients to industry standards of medical care. In Ukraine, there are numerous signs of the irrational use of drugs, including polypragmasy, irresponsible self-medication, excessive prescription and uncontrolled intake of antibiotics, selling prescription drugs without a doctor's prescription, inconsistency between the structure of drug use and morbidity of the population, excessive consumption of secondary drugs against the background of insufficient consumption of essential drugs, etc.

The joint Guideline of Pharmaceutical International Federation and World Health Organization "Good Pharmacy Practice: Quality Standards for Pharmacy Services" requires that activity of pharmacists includes promotion of RUD. Three of the four main roles of pharmacists, namely, the provision of effective pharmacotherapy, support and improvement of professional activities, promotion of the efficiency of the health care system and health care, are directly aimed to the RUD. Nowadays in Ukraine national standards of good pharmacy practice are not defined. There is no pharmacists' personal responsibility for quality of pharmaceutical service. A feedback from the pharmacists to the doctor about the drug pharmacological effectiveness as well as pharmacists access to medical information about the patient are impossible. Recommendations for pharmacists on counseling patients for the issue of non-prescription medicines are given in the pharmacist's protocols, that are of a recommendatory nature and not mandatory to perform.

Public pharmacies are indispensable for the population health care in Great Britain, Switzerland, Germany and the other EU members. Patient counseling in pharmacies in these countries include: free of charge obligatory general patient counseling;

electronic transmission of personal information about patient; electronic records of prescriptions; formulating a medication treatment plan for each patient, digital signature after patient counseling confidentiality of information and so on. The obligation to advise and inform a patient in Germany is regulated by the Apothekenbetriebsordnung, § 20. According to this law, a pharmacy manager has to ensure that patients are adequately advised and informed about drugs, especially on aspects of their safety. A pharmacist has to give the necessary information on a proper use of a medicine, including side effects and interactions resulting from a prescription and patient information, proper storage and disposal of a medicine. In Germany there are numerous guidelines for counseling patients for both prescription and non-prescription drugs delivery. For instance, "Information and advice to the patient on the delivery of medicines – self-medication", "Drug information in the pharmacy", "Information and advice to the patient on the distribution of medicinal products – First and Repeat Receipts". There are also guidelines for the correct use of dosage forms and pharmaceutical care ("Guide to counseling: "Information and advice in public pharmacies"). Confidentiality of a pharmacist's consultation has to be ensured at all places where drugs are dispensed. For instance, according to the "Ordinance on the Operation of Pharmacies", a consultation room is necessary to obtain a pharmacy license. In this room specialists carry out expert counseling on drug interactions, allergies, and healthy lifestyles, methods of using medical products, vaccinations, and other issues.

In USA, the pharmacist should review the patient record and each prescription drug presented for dispensing and reveal overutilization or underutilization of drugs, therapeutic duplication, drug-disease contraindications; drug-drug contraindications; incorrect dosage of the drug or incorrect duration of drug treatment; drug-allergy interactions; clinical abuse or misuse. Upon recognizing any of the above, the pharmacist should take appropriate steps to avoid or resolve a problem that, if necessary, should include consultation with a prescriber. The pharmacist must document these steps.

Patient counseling occurs after receiving a prescription and subsequent analysis of the patient's record. A pharmacist should personally suggest discussing issues that optimize drug therapy with each patient or patient's guardian. Such elements may include the following: the name and description of the drug; dosage form, dose, route of administration and duration of drug therapy; intended use of the drug and the expected actions; special instructions and precautionary measures; common severe side effects or interactions and therapeutic contraindications that may occur, including their prevention, and the actions that need to be taken if they occur; proper storage; measures to be taken in case of a missed dose and so on.