

RESOLUTION OF CONFLICT SITUATIONS IN ACTIVITY OF THE FIRST TABLE PHARMACIST

Idrissova D.S., Shopabayeva A.R., Himenko S.V.

The Kazakh National University of S. D. Asfendiyarov, Almaty, Kazakhstan

National University of Pharmacy, Kharkov, Ukraine

dana.idrissova@mail.ru

Research objective: Level of rendering of the pharmaceutical help to the population depends on many factors: economic, social, psychological and other character. In professional activity of pharmacists it is necessary to reveal, analyze and consider their influence, and, respectively to correct actions of workers of a drugstore, first of all in the sphere of communication with visitors of the chemist's organizations.

Materials and methods: The conflicts are one of the main reasons for decrease in overall performance of a drugstore. For the purpose of their identification we carried out questioning of visitors of a number of drugstores of the city of Almaty.

Questions reflected psychological characteristics of communication, the possible reasons of emergence of conflict situations. Criteria of efficiency performance of drugstores were defined.

Results: The main reasons for emergence of conflict situations are as a result established:

- return of the bought goods – 84 %;
- lack of a demanded preparation – 26 %;
- mistake in professional activity of the personnel – 37 %;
- queue existence – 24 %;
- violation of ethical principles – 54 %;
- inexperience of the personnel – 4 %;

The main directions for optimization of work of a drugstore are established, namely: improvement of appearance of a drugstore and interior of a drugstore, skill level of the personnel, range of a drugstore, appearance of the pharmacist.

Conclusions: Methods on increase of level of rendering of the pharmaceutical help are offered the population, competitiveness of a drugstore and a role of vocational training of pharmacists, and also a method of check of efficiency of correcting actions. Ways of the prevention and permission of conflict situations are offered.