

PSYCHOLOGICAL FEATURES OF INTERACTION OF THE PHARMACIST AND PATIENT

Rakhimbayev E.I., Shopabayeva A.R., Himenko S. V.

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

National University of Pharmacy, Kharkiv, Ukraine

pp1123@rambler.ru

Research objective: to study various aspects of professional activity of the pharmacist - “first table worker”; to find out psychological “risk factors” of work of the pharmacist: (intensive emotional communication, syndrome of emotional burning out (SEB), dropping of level of an efficiency of communication, incomplete understanding of the maintenance of the functions); to investigate methods of communication of the pharmacist and the patient; to tap the most optimum strategy of behavior and communication of the pharmacist with the patient

Materials and methods: psychological methods of communication were analyzed. The psychological negative factors connected with daily activity of the pharmacist are investigated. The most acceptable were allocated for daily use in practice of communication of the pharmacist - “first table worker” with patients methods.

The received results: with use of the questioning which has been carried out in 25 drugstores of the city of Almaty, it is established that the greatest number of claims is expressed on the incorrect relation to the visitor of a drugstore depends on type of temperament of the pharmacist. Also with questioning were defined the main demands to personal qualities of the pharmacist:

- steadiness – 38 %;
- concentration – 44 %;
- good memory of-52 %;
- attentiveness – 64 %;
- possession of speech – 48 %;
- politeness – 74 %;
- goodwill, keenness – 82 % of respondents.

Conclusions: professional principles and styles of interaction of the pharmacist with the patient are presented, his structure is offered. Ways of optimization of interaction of the pharmacist - “first table worker” and visitors of a drugstore are shown.