

PHARMACEUTICAL SUPPORT OF THE TUNIS POPULATION

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Introduction. Organizations in the society are created and function to solve industrial, commercial and social problems, as well as accomplish a certain mission. The implementation of the mission is possible only with the correct structure of the management system.

Aim. The aim of our work was to study the activities of drugstores in Tunisia in terms of managing the achievement of the goals and mission of the organization.

Materials and methods. Information materials of the scientific literature, statistical data. Analytical, statistical and marketing research methods are used.

Results and discussion. A pharmacy, as an object, is a consciously coordinated social education, that is, an artificial union of people, with certain boundaries, functioning on a relatively permanent basis and pursuing its specific goals. The main goal of the pharmacy (its mission) is the uninterrupted supply of medicines and products of the pharmacy range to the population and individual institutions.

As an object, an organization is invariably an element of a social structure with its own functions and methods. Therefore, any organization, including a pharmacy, is able to exert some influence not only on its members, but also on the world as a whole.

Tunisian pharmacies are private, have a standard sign. Ones work daily, except Sunday, from 8³⁰ to 19⁰⁰ (on Saturday to 13⁰⁰) with a mandatory break for the siesta (from 13⁰⁰ to 15⁰⁰). At the door of each pharmacy there is a list of addresses of the nearest pharmacies, including those on duty and all-night chemist's shops. The management of the pharmacy pays great attention to the organization of the convenience of consumers: the premises of the pharmacies are spacious; there are some comfortable chairs in which the visitors are seated are waiting for the order or consultation of the pharmacist. Medicines, even over-the-counter, are placed on the shelves in a way that their customers do not see and therefore cannot make their own choice by themselves. There is no self-service in chemist's shops. Most of the drugs are released to the end user only after consulting a specialist. Approximately 60% of medicines in Tunisia are purchased in private chemist's shops of retail sales, and 40% are supplied to hospitals and clinics.

Tunisian pharmacies do not unite in the retail chain, but at the same time they strictly adhere to the regulations, according to which only the specialist with a higher

pharmaceutical education can be the owner of the pharmacy and her employee. One can open as the owner his allowed only one pharmacy and the distance between them must be at least 200 m. One pharmacy serves at least 5 thousand inhabitants. However if you in order to open your own chemist's shop in Tunisia you need to file a little number of documents. There are application to the Ministry of Health, attaching to it copies of documents on education and a contract for the lease of premises.

Equal conditions are established for wholesale pharmaceutical companies for the supply and sale of goods. The state strictly controls all aspects of the pharmacy business and ensures that all pharmacies work in equal competitive conditions.

The requirements for the pharmacy premises are also regulated: ceiling height should be at least 2.8 m, the trading room is quite spacious (dimensions are not specified), the total area is not less than 50 m². All inscriptions in the drugstore of Tunisia, as a former French colony, should be in two languages: French and Arabic. Necessarily, in a prominent place in the trading hall, a poster is posted about the harm of uncontrolled and excessive use of medicines. The observance of the pharmaceutical order, the serviceability of the measuring and other devices are closely monitored by the State Inspectorate.

The assortment of Tunisian chemist's shops comparatively small and amounts to about 1730 names of Tunisian ones and imported production medicines (mostly French), and at the same time the prices for them are lower than European ones. They dispense medicines for both prescription and prescription, but many prescription ones can be purchased without a prescription after consultation with the pharmacist. There is a list of strictly prescription drugs that are sold only on prescription. Representatives of regulatory bodies also closely monitor the quality of medicines, the level of education and competence of staff. In the course of their work, pharmacy specialists are required to regularly undergo professional development, and the level of their knowledge is periodically checked by a special commission.

A distinctive feature of the work of the Tunisian pharmacies is that they sell orthopedic goods, incl. Inexpensive high-quality footwear of famous European brands. Also in the pharmacies are sold local essential and fatty oils, used for cosmetic, therapeutic or preventive purposes.

Conclusions. Thus, it is established that the management of the activities of chemist's shops in Tunisia is strictly regulated by the state, which ensures high-quality, affordable medicinal assistance to the population, guarantees the further development of the Tunisian ones pharmaceutical industry and facilitate the implementation of the pharmacy's mission.