

INFORMATION ACTIVITY OF THE PHARMACY ORGANIZATION AS A FACTOR OF IMPROVING PHARMACEUTICAL LITERACY OF MEDICAL SPECIALISTS AND POPULATION

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Introduction. In such a field of activity as medicine and pharmacy, the ability to quickly and adequately absorb and analyze huge amounts of information is a compulsory professional quality of the doctor, pharmacist or scientist. The pharmacist acts as a link in the information pharmaceutical chain, linking the drug to the consumer. The pharmacist faces the task of being able to operate with large volumes of information about preparations and be able to convey this information to consumers. In the conditions of the developed pharmaceutical market, the role of the information activity of the pharmacy organization increases. It contributes to the increase of pharmaceutical literacy of medical specialists and the population, which is the main condition for rationalization of prescriptions of medicines and prevention of self-treatment.

The purpose of the study is to determine the medico-social portrait of the pharmacy visitor.

Materials and methods. During the research, such methods as sociological (expert assessments, questionnaires, interviewing) were used.

Results of the study. Pharmaceutical information is information that characterizes the pharmaceutical and medical aspects of the circulation of medicines. At the same time, the main consumers of pharmaceutical information are pharmacists, medical specialists and the population, for whom information about medicines is the main component that ensures its effective and safe use. In view of the above, we conducted a sociological study of visitors to pharmacies in Kharkov, for which a questionnaire was drawn up, which included questions of information needs and preferences of consumers of medicines. As a result of the survey of 100 residents of Kharkov, a medico-social portrait of a pharmacy visitor was determined. Women make up 79%. The age category is as follows: youth (up to 25 years) - 12%, from 26 to 35 - 25%, from 36 to 45 - 28%, more than 45 years - 35%. On the social status: students - 5%, working citizens - 47%, unemployed citizens - 21%, pensioners - 27%. With a higher education - 54%, with income per family member, on average, 3500-4500 UAH. - 35%. To purchase medicines, they spend up to 3000 UAH. a year - 45%. We also studied the reasons for visiting pharmacies. More than 72% of respondents turn to the doctor only in extreme cases, 45% - go to the pharmacy; 4% do nothing. They visit the pharmacy once a week - 57%, once a month - 23%, once a quarter - 20%, as needed - 89%. Among the reasons for visiting the pharmacy, the main ones are: colds - 76%, headache - 68%, pains of various origin (muscular, gastric, articular) - 89%, gastrointestinal upset, including food poisoning - 88%. At the same time, the main factors in choosing a pharmacy are: close location from home, work (88% and 77% respectively), low prices (92%), high professionalism of pharmaceutical specialists (43%), convenient schedule (38%), advice from friends, relatives and advertising (10% each).

Conclusions. The analysis of the importance of pharmaceutical information for its consumers - pharmacists, medical specialists and the public. The conducted sociological studies of visitors to pharmacies in Kharkov allowed to build a medical and psychological portrait of the average statistical visitor of the pharmacy: it is a woman, aged 45 and above, with an average income per member of the family - 4000 UAH., On social status - pensioners and working citizens. The main motive for choosing a pharmacy is the price range (which is the main reason for a weekly visit to the pharmacy) and close location from home, place of work.