

RESEARCH OF SCIENTIFIC-PRACTICAL APPROACHES TO IMPLEMENTATION OF INDICES FOR ACHIEVING SOCIAL PROVISIONS OF THE SOCIAL PASSPORT IN THE PHARMACEUTICAL COMPANY

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Introduction. Every year the development of the social sphere of Ukraine is becoming increasingly relevant. Scientists discuss the introduction of qualitatively new forms of work organization of the social sector management bodies. Therefore, one of the priority areas is social passportization of organizations and enterprises of Ukraine, in particular pharmacy institutions.

Today, a significant number of indicators characterizing social and economic development of both the pharmaceutical sector of health industry, as a whole, and the individual pharmacy institutions are proposed in the scientific literature, but they do not allow to assess quickly, in full and unequivocally the social situation and the level of social and economic development of the subjects of the pharmaceutical market. Therefore, it is necessary to develop a system of general indicators of the state of the social sphere of the pharmaceutical sector of health industry, reflected in the social passport of a pharmacy institution, which will allow to assess objectively, compare and analyze the level of social protection of pharmacy professionals (SPPhP), to identify the main trends and patterns regarding the social needs of pharmacy professionals (PhP), to indicate clearly the most acute problems of SPPhP. This makes social passportization of pharmacy institutions relevant and timely.

The relevance of the introduction of the social passport of the pharmacy institution is confirmed by the state reforms, in particular by main provisions of the Order No. 53 “On the introduction of the form of “social passport of a region, city, district” dated 30 March 2001. It is called to form a qualitatively new strategy of providing social services and solving of emerging social problems.

The purpose of the study is to justify the need to introduce social standards in pharmacy institutions and to determine the methodology for estimation of the social passport of a pharmacy by calculating the criteria, which characterize the social structure of the labour collective, working conditions, cultural and living conditions, payment and labour discipline, main scientific and practical approaches to policy of social security implementation in the pharmaceutical sector.

Materials and methods: formal and logical method, system analysis, method of analogy and comparison, analysis of documents and results of sociological research.

Results and discussion. According to the results of studies of many sources of literature, it was established that a social passport is a document that includes a set of indicators that reflect the state and prospects of social and economic development and it characterizes: the social structure of labor collective; working conditions of employees; social processes in the institution and direction of the implementation of SPPhP, etc.

Social passportization of a pharmacy institution is a process of creating a single information resource, which allows to increase the efficiency of management of the social sphere at micro level – pharmacy institution and at the macro level – the pharmaceutical sector as a whole. Thus, one of the areas of practical implementation of social management as a social technology in the process of social and economic development of a pharmacy institution is creation of a social passport.

According to the conducted study, with the involvement of specialists in the field of social work, we have developed and grouped social indicators of a pharmacy institution to assess the level of social development of a pharmacy. We have worked out a methodology to determine the level of social development of a pharmacy institution and have calculated the criteria for a social passport of a pharmacy institution.

Assessment of the level of social development of the pharmacy was carried out according to the method developed by A.L. Kuznetsov, which is the most universal and widely used in determining the level of social development of enterprises and institutions of various spheres of activity. This method allows to quantify the level of social development of the enterprise on the basis of integral indicators, which characterize social conditions of labour (humanization of labour) and social infrastructure of the studied institution. Despite the universality of the applied method, the calculated formulas of some of the included indexes (coefficients) were adapted taking into account the specifics of the activity of the pharmacy institution.

The first part of the calculating methodology for the social passport of a pharmacy was to calculate the coefficients of indicators characterizing the social structure of the labor collective, working conditions and cultural and living conditions. The social structure of the team was assessed in four coefficients:

- 1) coefficient of qualification;
- 2) coefficient of educational level of PhP;
- 3) coefficient of professional development of personnel;
- 4) coefficient of stability of personnel.

Coefficient of qualification was defined as the ratio of average length of service of PhP to the average length of service in specialty. The peculiarity of a pharmacy institution is presence of two qualifications of PhP – chemists and pharmacists. As the

required length of service in the specialty, for obtaining the second qualification category, for chemists constituted 3 years, and for pharmacists – 5 years.

Criterion value of the coefficient of qualification = 1. Such a social target assumes that the level of skills of employees shall be 100% consistent with the level of their activities. The value <1, in our case, indicates that the team is relatively young, contributing to the propensity to innovate and develop.

Excess of the criterion value of the indicator of professional development of the personnel will increase the labour efficiency of PhP that will have a positive economic effect.

The coefficient of stability of the personnel was calculated as the ratio of the number of PhPs with length of service in this pharmacy institution for 5 years or more to the total number of employees.

The evaluation of working conditions, cultural and living conditions in a pharmacy institution was carried out according to three indicators:

- 1) coefficient of compliance of workplaces with licensing conditions;
- 2) the coefficient of provision of sanitary conditions and premises;
- 3) coefficient of conditions of manufacturing environment.

The coefficient of work permit compliance with the licensing conditions was calculated as the ratio of the number of workplaces corresponding to the conditions of labour protection, to the total number of workplaces. The social target of this indicator = 1 indicates the need to match 100% of the pharmacy workplaces with the conditions of labor protection.

According to licensing conditions in the pharmacy, which does not involve the manufacture of medicinal products (MP), but only the sell of the finished MP, under sanitary regulations taking into account the area of the institution and the number of employees there should be a bathroom, hand sinks, a separate storage room for cleaning equipment, a room for changing clothes and storing work clothes with separate lockers for each employee, a separate room for meals by staff.

The next section of the social passport describes the state of payment and labour discipline in a pharmacy institution, and it is described by three indicators:

- 1) the ratio of the average monthly salary of employees of the institution and within the region;
- 2) the coefficient of the average salary ratio of the head of the institution to the low-paid category of employees;
- 3) the ratio of the level of labour discipline.

The coefficient $K_{3,1}$ is a ratio of average monthly salary of PhP of the lowest-paid category of staff to the average salary in the region for the same period. Social target of this indicator is value = 1. The social target for the ratio of the salary of the lowest-paid category of PhP to the salary of the head of the institution is the ratio of

1:8.

The coefficient of the level of labour discipline is the ratio between the number of men-days lost as a result of absenteeism, delays or other violations of labour discipline, and the total number of employees of the institution.

According to many sources of literature it is suggested to use value 0,33 as the most common social target. For this coefficient, unlike other indicators of a social passport, smaller values indicate more significant social achievements, therefore, the level of achievement of the social target for the indicator of the level of labour discipline is more appropriate to count as the inverse ratio.

In the second part of the social passport, the state of the objects of social infrastructure of the pharmacy was evaluated on the basis of five indicators:

- 1) the coefficient of availability of employees' accommodation;
- 2) the coefficient of availability of institutions for children;
- 3) the coefficient of availability of therapeutic and recreational activities;
- 4) the coefficient of availability of cultural, educational events;
- 5) the coefficient of availability of sports events.

We should mention that in the studied pharmacy institution, before the introduction of the proposed set of measures for SPPhP, the achievement of all these indicators of social infrastructure was at zero level. Unfortunately, such a state of social infrastructure is typical for the vast majority of domestic pharmacies. In some cases, pharmacies that are part of large pharmacy networks, have desire and ability to compensate, at least partially, for housing rent for employees, who come from other regions, for therapeutic and recreational activities, and to take care of cultural leisure activities of the employees. We shall admit that the development of social infrastructure for pharmacy institutions of Ukraine remains the least developed direction, although, according to the conducted experiment, at least some of its elements are financially feasible even for small pharmacies.

The coefficient of availability of employees' accommodation was calculated as the product of two components, the first of which characterized the level of accommodation availability for PhP, who were invited from other regions, and the second one describes living conditions of all PhPs of a pharmacy.

According to the indicators of achievement of social targets, the ranks of priority of directions of social development of the pharmacy institution were determined. The social policy of the pharmacy institution shall be improved according to these indicators.

Applying the system of assessments obtained as a result of the data analysis of non-financial reporting of the enterprise, the ranks of priorities of certain areas of social policy of the investigated pharmacy institution were determined and used as necessary

database to solve the tasks of planning the social development of the pharmacy institution, formulation of recommendations for the development of the social sphere and justification of socially significant actions.

According to the results of the conducted study, the priority directions of social development of the studied pharmacy institution were lined up in the following order:

1. Improvement of objects of social infrastructure, financing of medical, preventive and recreational, sports, cultural and educational events.
2. Increase of the level of social structure of the personnel, with particular attention paid to the stability of personnel, prevention of personnel turnover.
3. Raise in payment and labour discipline.
4. Improvement of cultural and material working conditions.

The determined procedure is only a formal proposal to owners and management of the pharmacy to draw attention to the complex of problems of social development, the solution of which will lead to significant economic effect.

Thus, according to the results of implementation of the proposed measures for SPPhP in a pharmacy, we can state the positive impact of these innovations on the level of its social development. The most significant improvements were made by the indicators of manufacturing environment and the professional development of PhP. There is a significant improvement in the level of social targets in terms of the status of social infrastructure, although this direction of social policy of the pharmacy institution remains the weakest and needs further development.

Summing up, we can note that on the basis of social passportization of pharmacy institutions there is an opportunity to compare social passport indicators with the criterion social values, to identify the threats to social and economic safety of the pharmacy institution and to create conditions for the development of justified strategy for social development, both as separate pharmacy establishments and healthcare system as a whole.

Conclusion: Determined by the system of assessments, obtained as a result of the analysis of the data of the non-financial reporting of the enterprise, the ranks of priorities for certain areas of social policy of the investigated pharmacy institution have been used as the necessary information base for solving the tasks of planning of its social development, formulation of recommendations for the development of social sphere and justification of socially significant measures. According to the results of the research, priority measures of further social development are identified, which solve a complex of problems of improving the existing social status of a pharmacy institution and contribute to a significant economic effect.