

Серед опитаних 30% працівників мають досить великий стаж роботи – більше 5 років, у 23 % стаж складає від 3 до 5 років, 17 % – від 2 до 3 років, 11 % – від 1 до 2 років та для 19 % респондентів робочий стаж складає менше одного року.

З'ясовано, що 85 % аптечного персоналу мають конфліктні ситуації на робочому місці. Також під час опитування було встановлено, що основними видами конфліктів, які виникають в аптечних закладах є міжособистісні конфлікти. Більша кількість респондентів (93 %) стверджують, що найчастіше конфліктні ситуації виникають під час фармацевтичного обслуговування відвідувачів, 4% співробітників відповіли, що найчастіше конфліктують з керівництвом, і 3% – з колегами.

Під час дослідження були отримані результати (рис.1), згідно з яких можна визначити частоту виникнення конфліктів в аптечній мережі.

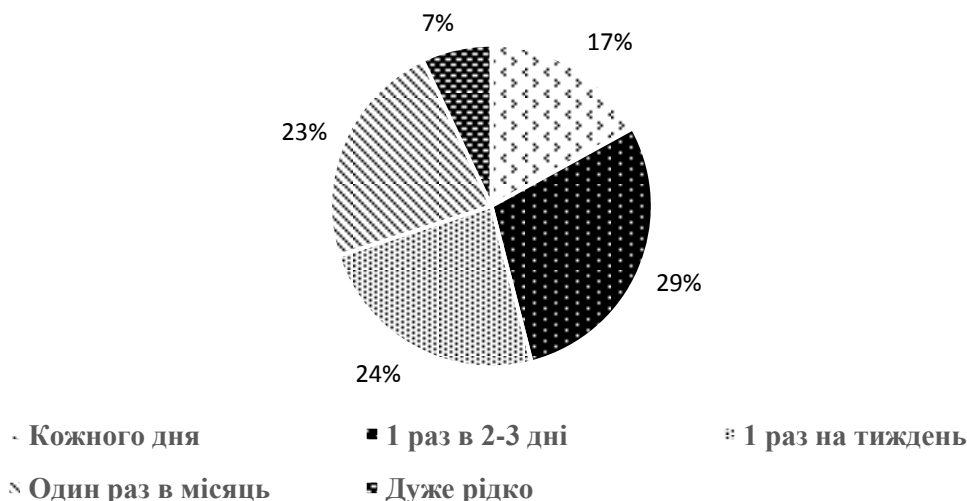


Рис. 1. Частота виникнення конфліктів

У 29 % фармацевтичних фахівців конфлікти виникають кожні 2-3 дні, 24 % опитаних опиняються в конфліктних ситуаціях 1 раз на тиждень. Виникають 1 раз на місяць конфлікти у 23 %, кожного дня у 17 % і виникають дуже рідко у 7 %.

Висновки: Було проведено дослідження конфліктних ситуацій під час фармацевтичного обслуговування відвідувачів аптечної мережі м. Харкова. Була здійснена оцінка наявності конфліктів та проаналізовано частоту їх виникнення.

ASSORTMENT POLICY MANAGEMENT OF THE PHARMACY

Ali Jaafar Sadeq

Scientific supervisor: assoc. prof. Sofronova I.V.

National University of Pharmacy, Kharkiv, Ukraine

sofronova.nfau@gmail.com

Introduction. High relevance of the process of forming the optimal assortment of medicines in pharmacies is determined by the growth trends in the consumption of medicines, against the background of the saturation of the national pharmaceutical market, the “aging” of the population, increasing consumer awareness of medicines, and tightening their requirements for the quality of medicines.

Aim: to analyze structure of assortment at the pharmacy.

Materials and methods: empirical studies, logical analysis, method of observation were used.

Results and discussion: Main tasks of the assortment policy of a pharmacy enterprise, we can single out customer satisfaction by forming the optimal assortment; gaining new customers by expanding

the existing range of medicines; optimization of the financial results of the pharmacy enterprise providing economic efficiency of the enterprise. The product assortment of a pharmacy is made up of groups such as finished and extemporaneous medicines, medical products, hygiene and sanitation products, biologically active and food additives, homeopathic medicines, etc. The depth of the assortment is characterized by the number of specific names of medicines in each pharmacotherapeutic group. An analysis of medicines in the presence of a pharmacy shows that the largest number in such groups (according to ATC classification) as cardiovascular medicines (15.7%), medicines that affect the digestive system and metabolism (13.1%), medicines for the treatment of diseases of nervous system (11.7%), antimicrobial agents (11.3%), medicines that affect the respiratory system (8.2%), drugs that affect the musculoskeletal system (6.2%).

Among the main factors affecting the formation of the pharmacy assortment, we can single out the restrictions on the legal framework for the procurement and sale of medicines, the demand for medicines, mandatory lists such as minimum assortment of non-prescription medicines, list of free and preferential funds, level of disease of the population in the country, income level and the purchasing power of consumers, therapeutic effectiveness of medicines, competitiveness, seasonality, popularity of the medicines among the population, advertising events, etc.

Conclusions. Factors and principles of assortment formation of a pharmacy have been defined. Structure of assortment according to pharmacotherapeutical groups (ATC classification) has been analyzed.

METHODS OF ENHANCING COMMUNICATION PROCESS BETWEEN PHARMACIST AND PATIENTS

Arigui Sara

Scientific supervisor: assoc. prof. Zhadko S.V.

National University of Pharmacy, Kharkiv, Ukraine

svzhadkopharm@gmail.com

Introduction. Management is an art form of communication, because communication is a way to deliver and receive necessary information, also communication establishes and develops relationships between individuals, organizations, and governments. Generally, a manager's main functions are planning, organizing, leading, and controlling. Communication is not mentioned simply because it is incorporated into each of these functions. Without communication, the leading aspect of an organization and its employees would be impossible. Communication is, without a doubt, one of the cornerstones of a successful organization. To organize the working process within an organization the manager needs to have a well-designed communication strategy that takes into account all of the unique aspects of the organization, including the personal characteristics of the employees themselves.

Persuasive communication plays an essential role in the providing of health services. In the beginning of 1970s, some studies take part in the United States examining pharmacist-patient interaction and communication and its effect on patient conformity and overall health consequence. In 1997, the World Health Organization (WHO) report called: *Preparing the Pharmacist of the Future: release curricular which* detailing the 7 main roles of the pharmacist, one of which was "communicator". Studies analyze specific interactions between pharmacy students, practicing pharmacists, and patients frequently find examples of communication breakdown belonging to poor communication skills. Pharmacy communication expertise can be improved by learning and training.

Purpose of the study. This study aims to analyze and summarize current scientific literature on methods of improvement of communication expertise of pharmacists.