

This will improve the level of service quality, reduce the number of complaints, increased visitor loyalty and increased the number of customers.

Some of our proposals related pharmacy workflow. We propose:

- structuring the hierarchy of company documents (development of a single Register of documentation),
- organize all documents that are developed at different times by different people with different approaches;
- introduce uniform requirements for writing SOPs and provide training of staff on handling these procedures;
- create a single computer network for communication between pharmacies and the office on-line.

The development of SOPs for all important activities offers a number of advantages:

- possibility of effective training of employees;
- reducing staff errors;
- reduce the risk of implementation substandard and / or counterfeit medicines.

We have developed the Procedure for executing of Customer Engagement process (this activity is often not regulated in domestic pharmacies). The procedure establishes a conditions for effective determination of customer satisfaction and response to their complaints and suggestions.

As part of the implementation of the Customer Engagement process, a questionnaire was developed to determine customer satisfaction. The process of questioning and processing the obtained results is now being established. All willing clients of different sex and age, at different times and days of the week, are subject to questioning in all pharmacies of network. It is planned to interview about 500 people, then analyze the data and develop improvement measures. Questionnaires are scheduled each season (customer needs and questionnaires may vary).

Conclusions. Considering the above, it can be concluded that activity of domestic pharmacies needs improvement. This is due to both increased regulatory requirements and significant competition in the pharmaceutical market.

In the framework of our research we have done the following:

- The normative documentation regulating the activity of the pharmacy institution was studied.
- The successful experience of the activity of the subjects of the national pharmaceutical market is analyzed.
- The activity of some pharmacy networks is critically analyzed.
- Measures have been developed to optimize the activities of typical pharmacies, which include proposals for staffing, infrastructure improvement, use of information technology, regulation and documentation of important processes, and more.
- Implementation of the proposals will improve the quality of customer service and improve the pharmacy processes at a higher level.

ELEMENTS OF HACCP IMPLEMENTATION IN THE STUDENT FOOD COMPLEX

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Introduction. One of the factors that have the greatest impact on the human body and health is nutrition. A considerable number of students attend the NUPh Nutrition Complex, which requires the creation of appropriate conditions for the organization of their complete and safe nutrition.

In Ukraine, there is a legal framework of regulatory documents, the observance of which is obligatory and is the key to the organization of quality and safe food.

HACCP (Hazard Analyzes and Critical Control Points) is a system of identification, assessment and control of hazardous factors of food raw materials, technological processes and finished products, which is intended to ensure high quality and safety of food products. The development of the HACCP concept began in the 1960s in the US at NASA and in several US military laboratories. The main task was to create safe food for astronauts.

Thus, in 2017, 163 outbreaks of diseases were reported in Ukraine, 63 percent of which occurred in organized teams. In 2018, 163 outbreaks were also reported (54.6 percent in organized teams).

The investigation materials state the only mechanism for the development of epidemic discomfort for all: the presence of an infectious disease skid due to numerous disturbances at food establishments.

Aim. Implement the HACCP system on the example of a food complex. Consider the HACCP system, taking into account seven basic principles for the NUPh food complex.

Materials and methods. As materials of research and development used the regulatory documentation mentioned above. The HACCP system controls not the end result (food produced), but the entire product and production chain, from the supply of raw materials to the consumption of the product. Accordingly, the HACCP system harmoniously fits into a quality management system built in accordance with the requirements of ISO 9001.

Results and discussion. The introduction of HACCP is the first step towards European standards and new opportunities to enter the international market with its products. Today, many countries recognize the issue of quality and safety as a priority. Frequent outbreaks of food-related illnesses indicate a need for change in their safety approaches. One of the most reliable ways to protect consumers is through the HACCP Food Safety Management System. It guarantees the safety of products throughout the food chain "from the field to the table", because it allows to identify all the critical points that can affect the safety of the final product, eliminate them and constantly monitor. HACCP implementation is required by the laws of the European Union, the United States, Canada, Japan, New Zealand and many other countries.

It is planned to conduct an audit in the NUPh food complex, with the aim of analyzing the focus on those stages, processes and conditions of production where lack of management and control will become critical for food safety. Consider the programmatic prerequisites of the HACCP system for the proper planning of industrial, auxiliary and domestic premises.

Zoning on the degree of risk on the principle of "color coding". The main purpose of "color coding" of different power zones is to eliminate any possibility of cross contamination or contamination with the help of cleaning equipment, cloths. Develop a color coding system for production equipment. Compliance with all requirements of the legislation on export, disposal of waste. Monitor the pest control system, species identification, prevention, prevention and control measures.

A questionnaire is being developed to determine the current level of customer satisfaction of the food complex. The questions are answered in the form of a 5-point scale. The questionnaire provides fields for reporting gender, age, social status and income level of clients. Answers to these questions allow you to evaluate not only the level of satisfaction, but also the contingent of customers.

The results of the survey will be summarized in the table, where the rows contain the question numbers from the questionnaire and the number of answers in% of their total number, and in the columns the corresponding percentage of the points of each assessment.

It is planned to develop a draft Policy on Customer Service Quality, as well as to develop passports of ingredients that include the following information: the name of the ingredient. Important product characteristics (biological, chemical, physical). Prescription composition. Method of production. Method of packaging and delivery. Conditions and shelf life. Preparation and / or processing before end use. Acceptance criteria.

Conclusions. The implementation of the HACCP program is another step towards the integration of international standards in the field of food safety. The implementation of this program is obligatory according to the legislation of Ukraine. And the main thing is food safety.