

Results and discussion. An analysis of the assortment of drugs with a softening and protective effect established that 9 Ukrainian pharmaceutical enterprises (79 %) produce drugs of this group (LLC «Ukrayinska farmacevtichna kompaniya», PJSC Farmaceutichna fabrika «Viola», PJSC «Lubnifarm», PJSC «Farmaceutichna firma «Darnicya», PJSC «Himfarmzavod «Chervona zirka», PJSC «Kiyivmedpreparat»). The number of foreign made drugs in this market segment is 21 %, drugs are exported from 3 countries. The overwhelming number of drugs among the range of trade names under consideration is produced in the form of soft dosage forms – ointments (41 %), creams (18 %), pastes (12 %) and emulsions (6 %). Also presented solutions for skin application – 23 %.

The next stage in the study of this group of drugs is to analyze the component composition. A significant part of all trade names belongs to preparations of petroleum jelly and glycerin, which do not contain active ingredients. These funds are used to soften the skin of the hands and face and as a basis for the manufacture of soft dosage forms. Another part of the funds contains a number of active ingredients: salicylic acid, zinc oxide, urea. The preparations also include retinol palmitate, amino acids, tocopherol acetate. However, they are indicated in the instructions as excipients. This indicates their insignificant amount in the composition of medicines, as well as the absence of a pharmacological effect inherent in these components.

Conclusions. The assortment of dermatological preparations on the pharmaceutical market of Ukraine has been analyzed and it has been established that domestically produced preparations make up 79 %, foreign ones – 21 %. According to the results of the study of preparations it was found that this group of agents contains a rather limited list of active substances. This it causes to the development of new, effective medicines for the treatment and correction of the skin chronoaging manifestations.

INVESTIGATION OF CONFLICTS BETWEEN PHARMACISTS AND PHARMACY VISITORS DURING A PANDEMIC

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Introduction. Working in a pharmacy requires not only perfect professional skills, but also knowledge of human psychology. Visitors to pharmacies can be attributed to one of the most difficult groups of consumers, because, mainly, these are people who have a certain disease, or their relatives. This group is characterized by increased sensitivity to any action by a specialist and ignorance, in this case, leads to conflicts in the system «seller-client».

Aim. The aim of the work is to study the conflicts between pharmacists and pharmacy visitors during a pandemic. The study was conducted on the basis of pharmacies in Kharkiv.

Materials and methods. Two questionnaires were developed: a questionnaire for consumers and a questionnaire for professionals. 100 consumers and 50 specialists took part in the survey.

Results and discussion. It was found that the choice for regular visits to the network of pharmacies «X» consumers are motivated by affordable prices in these pharmacies and convenient location. It is determined how consumers evaluate the work of staff on a 5-point scale. The most satisfied visitors were the friendliness of the staff and the professionalism of the service (4.8 points each). The importance of personal criteria for the pharmacist from his point of view is studied. The following data were obtained: the most important criteria are friendliness, knowledge of human

psychology, ethics in behavior, resistance to stress. The frequency of conflict situations in the pharmacy was studied. Experts answered this question: 38% say that conflicts in the pharmacy occur no more than a few times a month, but for most professionals it is quite common, up to several times a week. Most experts attribute the increase in the frequency of conflict situations in pharmacies to a pandemic. Experts consider retirees to be the most conflicted category of the population. This is due to the low level of income of this category of the population, frequent morbidity, distrust of medical therapy. We studied the frequency of conflicts in consumer pharmacies. It turned out that a fairly large proportion of pharmacy consumers (41%) have been in conflict at least once. Experts attribute the cause of most conflicts to the actions of consumers themselves. According to consumers, the causes of the conflict are environmental factors (pandemic COVID 19, the price of drugs), and only then the lack of sympathy for the problem on the part of staff. A similar survey was conducted among specialists. Among the causes of conflicts in the pharmacy, experts indicated the level of prices and personal shortcomings in the work of the specialist (ethical norms of behavior).

Conclusions. To prevent and resolve conflicts, you can conduct special training in conflict psychology for professionals.

CONFLICT MANAGEMENT IN PHARMACIES

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Introduction. The conflict, as integral part of the life of a modern pharmaceutical organization is generally recognized. Every person meets conflict situations, both in personal everyday life and at work. Consequently, the conflict is a collision of opposite interests, views, aspirations and serious discrepancy, acute dispute, which leads to struggle. Conflicts are manifested in the activities of all organizational groups, in relations between people and play a key role in the life of each individual family, collective, company, state, society and man as a whole.

Aim. The aim is conflict management in pharmacies.

Materials and methods. The method of peer review has been used in study.

Results and discussion. It has been established that only 30% of the pharmacists are satisfied with communication with pharmacy visitors, 50% of the pharmacists are not always satisfied with communication with pharmacy visitors. And 20% of the pharmacists are not satisfied with communication with pharmacies through conflicts and clashes.

The frequency of conflicts in pharmacy organizations is analyzed. It has been established that 49% of respondents are not found with conflict situations. However, 40% of pharmacy workers believe that such conflict situations are found sometimes, and 11% of the pharmacists are often found with conflicts at work with purchasers of pharmacies.

It has been found that the greatest number of conflict situations arise between the pharmacist and visitor (52%), 29% — between colleagues and 19% of conflicts arise between the pharmacist and the pharmacy guidance.

The factors influencing the level of satisfaction with labor pharmacies are analyzed. According to the results of the assessments, the smallest number of points has provided: conflict situations and a variety of operations, respectively 1.2 and 1.5 points. The maximum number of points received the following statements: level of labor, relations with colleagues, sanitary and