ASSESSING OF THE SOCIAL AND PSYCHOLOGICAL ENVIRONMENT IN PHARMACY

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Introduction. The social and psychological environment in pharmacy is a dynamic and multifaceted one. A positive social environment that fosters accessibility, community integration, and strong patient-pharmacist relationships can enhance patient empowerment and well-being.

However, challenges such as patient anxiety, medication errors, and pharmacist burnout must be addressed to create a holistic and positive psychological environment. These factors have a significant impact on the effectiveness of healthcare delivery, patient outcomes, and the overall quality of care.

Pharmacies are not just physical spaces but integral components of the healthcare system. To improve healthcare delivery, it is crucial to continually analyze and enhance the social and psychological environment within pharmacies. This includes recognizing the importance of pharmacists, their well-being, and the critical role they play in promoting the health and well-being of the communities they serve.

Aim. The aim of the work is analysis of the social and psychological environment in pharmacy.

Materials and methods. To assess the socio-psychological climate in the staff of a pharmacy enterprise, we conducted a survey of 49 pharmacists of pharmacy enterprises.

Results and their discussion. It was established that 78% of pharmaceutical organizations have a high level of social and psychological climate. In 12% of organizations, the level of the social and psychological climate fluctuates, which requires an increase in the managerial qualifications of managers and a significant adjustment of their activity style. In 10% of teams, a low level of social and psychological climate was recorded, which indicates a lack of management skills among managers.

The survey results highlight that pharmacists consider a manager's most crucial attributes to be their communication skills, coupled with their professional, ethical, and organizational competencies.

The survey unveiled that a significant proportion of participants believe that their manager embodies most essential qualities. Furthermore, it was observed that a noteworthy 89% of respondents actively endeavor to steer clear of conflicts within their team.

The study also established that individuals who excel at building rapport with others and exhibit exceptional dedication and performance garner the highest esteem within the pharmacy organization, irrespective of whether they occupy managerial or employee roles.

Conclusions. Thus, analysis of the social and psychological environment in pharmacy was conducted.