“What you don’t wish for yourself, don’t do that to others”
Confucius

TOPIC

2. THE PROFESSIONAL MORALITY OF PHARMACEUTICAL WORKERS

The purpose of the lesson: to familiarize with the conclusions of meetings held under the auspices of WHO, to analyze the requirements of WHO to modern pharmacists.

Theoretical questions

1. WHO about the role of pharmacists (pharmacists) in modern society.
2. Good Pharmacy Practice (GPP).

Theoretical questions for self-study

1. The role of the pharmacist in the prevention of side effects of drugs in the process of their application.

Key concepts of the topic:

pharmaceutical workers, pharmacist, Good Pharmacy Practice.

THEORETICAL PART

Pharmaceutical education is the level of professional qualification of an employee, obtained in educational institutions of I-IV accreditation level on the basis of full (or incomplete) secondary education, confirmed by the relevant diploma, which allows you to engage in activities related to medicines (manufacturing, storage, realisation, etc). Medicines are a special product that highly educated professionals must work with.

Pharmacists work in the health system. The vice president of research and analysis at the Canadian Institute of Medicine noted that *“just as in the case of nuclear energy, health is a dangerous environment in which mistakes can lead to injury and death”*.

Therefore, doctors and pharmacists should be, first of all, highly professional people.

The French writer Andre Maurois in his article “About the doctor’s vocation” wrote: *“Tomorrow, like today, there will be patients. Tomorrow, as today, doctors*

will be needed. As today, the doctor will retain his dignity as a priest, and with it his terrible, ever-increasing responsibility.Medical science will become even more precise, its equipment will be multiplied, but next to it, just as today, the doctor of the classical type will retain its place in medicine – the one whose vocation will remain human interaction with the patient. And as before, he will console sufferers and encourage people ... New miracles will appear. And there will be a new responsibility. Doctors of all countries, as today, will save lives of sufferers. And the life of the doctor will remain the same as today – difficult and heroic ... ".

WHO about training and requirements for modern pharmacists

"Health is a state of complete physical, mental, and social well-being, and not just the absence of disease or disability".

Professionalism combines knowledge, skills, abilities, personality, competence for performing professional duties, as well as indicators of the general culture.

According to the requirements of WHO, professional competencies of pharmacists include:

- ✓ communicative skills and abilities;
- ✓ professional knowledgesare essential for effective pharmaceutical care, etc.

Types of activities of the modern pharmacy are shown on fig.2.1.

The World Health Organization is concerned about the trend that has emerged in the industrial society: positioning the pharmacist solely as a seller of drugs, since the drug manufacturing industry has assumed the functions of manufacturing and, to a large extent, informing the doctors about them.

There have been significant changes in the sales of medicines: the sale of medicines in trade (for example, in supermarkets), the sale of drugs at a distance: distributed by mail, and in recent years through the Internet.

By the way, Ukrainian Internet pharmacies provide only a reference function.

Wholesale trade of medicines has become increasingly shifting from pharmacists to businessmen, using the imperfection of legislation, in many countries there were dealers who did not have a special education, that is, intermediaries between manufacturers and the pharmacy chain.

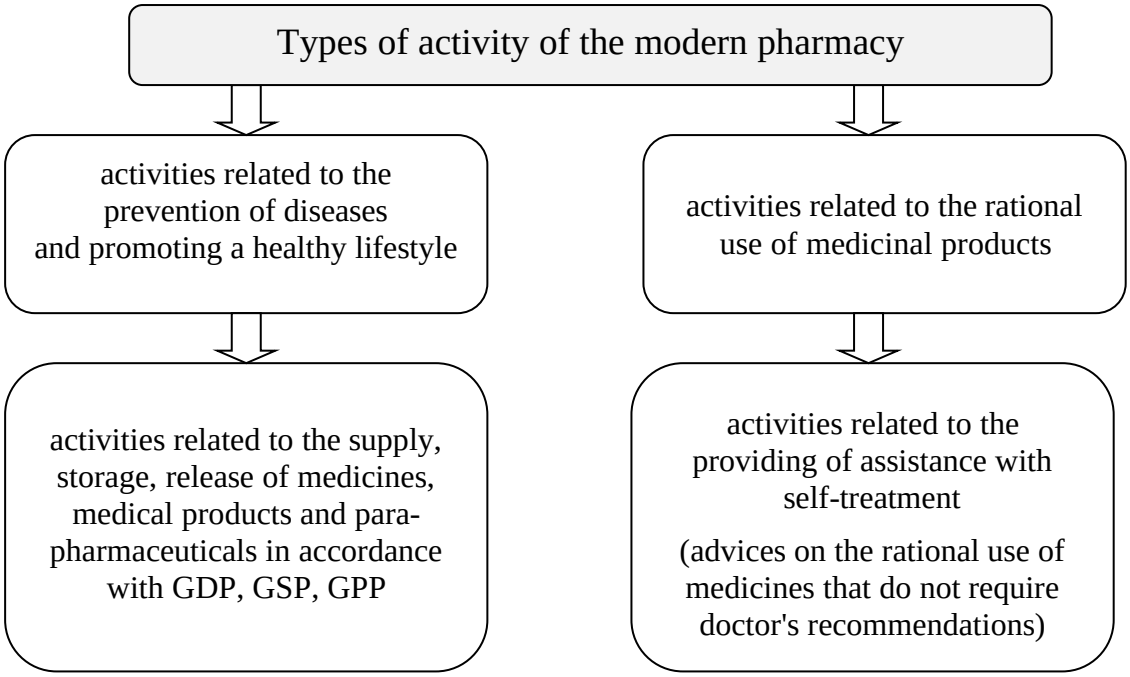

Fig. 2.1. Types of activity of the modern pharmacy, developed by the authors

In English literature there is no word “provisor”, so a specialist with a higher education is called a pharmacist.

WHO initiated a series of meetings on pharmacy issues.

The first European Regional Meeting was held in Madrid in 1988 and was devoted to the role of pharmacists in the retail and hospital pharmacy. The main meeting points:

1. Doctors and pharmacists should work together, the pharmacist is a doctor’s advisor and is involved in the multidisciplinary approach to the rational use of drugs.

2. Pharmacists have a central role in providing advices and information to patients about using medicines, preventing the side effects of medicines, their compatibility and admission rules.

3. Pharmacists should promote healthy lifestyle.

Thus, it was about the relationship doctor – pharmacist.

The first (global) meeting took place *in New Delhi in 1988 – “The Content of Pharmacy and the Functions of Pharmacists”*. Its conclusions:

1. Pharmacists with the necessary work experience should participate in the development of medicines laws.

2. The purchase, storage and distribution of medicines should be managed by pharmacists, not doctors.

3. The pharmaceutical industry should use pharmacists in ensuring of medicines supply, marketing, clinical trials, post-registration control.

4. Pharmacists together with professionals of diverse fields must participate in scientific researches, training of pharmaceutical staff, and in the work of international organizations.

The second global meeting was held *in Tokyo in 1993 – "Qualitative Pharmaceutical Services – benefits for the state and society"*.

The concept of pharmaceutical service was formulated, according to which the interests of the patient should be in the center of the pharmacist's activity, not profit. Also there were discussed the questions of participation of pharmacists in the development:

- ✓ medical policy;
- ✓ methodological guidelines and criteria for forms;
- ✓ systems of distribution of medicines;
- ✓ sources of objective information on medicines.

The third meeting (Vancouver, 1997) was devoted to the preparation of future pharmacists and the development of training programs. The modern requirements for pharmacists, called *"Pharmacist of 7 Stars"*, are formulated*:*

- pharmacist is a health care worker (caregiver);
- he is able to make responsible decisions (decision-maker);
- communications specialist – mediator between doctor and patient (communicator);
- ready for leadership in favor of society (leader);
- manager, that able to manage resources (manager);
- ready to study all his life (life-long-learner);
- teacher, takes part in the preparation of future generations of pharmacists (teacher).

Additional function: researcher. A pharmacist should be able to effectively use evidence-based medicine in order to provide up-to-date recommendations on the rational use of medicines in the medical team.

It should be noted that the emphasis is made on the character traits of the pharmacist as a person.

The fourth meeting "The role of the pharmacist in self-medication" (The Hague, 1998).

The key issue is providing assistance by pharmacists in self-medication, which is considered as an important part of GPP (Good Pharmacy Practice). The following points are underlined:

✓ the role of communication, that is, the establishment and maintenance of professional contacts with patients;

✓ providing of high-quality medical products;

✓ interaction with other health care workers, public organizations, pharmaceutical industry.

The role of a pharmacist in preventing the side effects of medicines during their application

The literature data indicates the most frequent mistakes of doctors that work in hospitals:

✓ ignoring the anamnesis of absolute contraindications to the appointment of a specific medicine to a specific patient (clinical and pharmacological features of medicines, the initial condition of the patient);

✓ prescribing medicines for patientswith burdened allergological anamnesis (previously, the patient had a similar side effect at the time of using this medicine or its equivalent)

✓ prescription of medicines with a possible risk of cross-allergy.

Since the protection of the patient from the possible negative effects of pharmacotherapy is entrusted to doctors, they are obliged to compare the risks and benefits of drug therapy; know the clinical and pharmacological characteristics of drugs, make sure that the patient understood the recommendations of the doctor and realized the possible risks of treatment.

An important role in preventing adverse reactions due to the simultaneous use of medicinal products belongs to pharmacists.

Thus, for healthcare professionals (doctors, pharmacists, nurses, etc.) the registration of side effects of medicines is part of their duties and professional responsibility.

The pharmaceutical market is growing dynamically. But leading experts see the future business model in pharmacy as a model of *the Healthcare Company*. The role of the pharmacist and the doctor-valeologist will increase, because one of the directions of this model is first-class information support and counseling on all aspects of health management. In addition, it is anticipated to identify diseases and identify risks at an early stage, targeted and effective drug therapy with modern drugs acting on target organs and systems.

The modern doctor often has to treat patients suffering from several diseases at the same time.This complicates the treatment and progress of each disease, and also leads to polypragmasia, the consequence of which is the negative impact of excessive drug use and the patient’s high costs of treatment.

In developed countries, prevention, healthy lifestyles, rational and dietary nutrition are the alphabet of each doctor. Doctors give recommendations to their patients about individual nutrition on particular pathology. Nutritionists also work in the medical teams of intensive care units, in groups of nutritional support in hospitals and clinics.