Research of ethics and deontological aspects in pharmacies

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The aim of the study was to study the ethical and deontological aspects related to the professional activities of pharmacists.

Materials and methods. To achieve the goal of the study, an analysis of scientific sources on ethical and deontological issues related to the professional activities of pharmacists (pharmacists) was carried out. During the research, the methods of information search, systematization, comparison, and generalization, as well as sociological research methods were used. The object of the study was the results of questionnaires and interviews of visitors and employees of pharmacy chains of the company "Prymula"; pharmacy chains that are part of the company "Apteka-Mahnoliia"; Pharmacy ANC, Kopiika and pharmacies of the social project "Blahodiiia"; pharmacy chains that are part of the company Med-service. Descriptive statistics methods were used to present the obtained data. To determine the significance of individual factors (Wij), obtained because of the questionnaire are listed to the corresponding specific weight of the component.

Results. The systematization of the following factors: which determine the quality of service; related to the purchase of drugs (medicines); which determine the priority of qualities of pharmacies; determining the relationship between a pharmacist and a doctor. It was found that the most negative impact on pharmacy visitors, from the point of view of consumers, was the inattention of the pharmacist, his mistakes, irritability, rudeness, incompetence, as well as the high price of drugs, queues, and slow service. From the point of view of pharmacists, pharmacy visitors were most negatively affected by rudeness, incompetence of pharmacy employees, irritability, the price of drugs, the range of drugs, the presence of queues, and slow service. The results of the assessment of the parameters that determine the relationship between the pharmacist and the doctor showed that, in general, pharmacists maintain the authority of the doctor in the eyes of visitors and, along with the latter, carry out educational work among the population. However, a fifth of respondents assume the functions of a doctor, which is completely unacceptable. Using the technology of sociological survey, the analysis was carried out and, based on ranking, the leading rational and emotional factors that form loyalty for certain segments of the professional activity of pharmacies using ethical and deontological principles were identified.

Conclusions. The systematization of the following factors: which determine the quality of service; related to the purchase of drugs that cause dissatisfaction; which determine the dissatisfaction of visitors to pharmacies; which determine the priority of qualities of pharmacies; determining the relationship between pharmacist and doctor. Using the technology of sociological survey, the analysis was carried out and, based on ranking, the leading rational and emotional factors that form loyalty for certain segments of the professional activity of pharmacies using ethical and deontological principles were identified. It is established that the views on consumer dissatisfaction with visiting pharmacies differ insignificantly from the views of pharmacists. Pharmacist visitors are most negatively affected by the inattention and rudeness of the pharmacist, the high price of drugs, the presence of queues and slow service. It is established that, in general, pharmacists maintain the authority of the doctor in the eyes of visitors and, along with the latter, conduct educational work among the population.

Key words: market, consumer, client, loyalty.

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Дослідження етико-дeonтологічних аспектів в аптечних закладах

Т. П. Зарічна, Т. С. Британова, Т. С. Райкова, Т. А. Чорний

Мета роботи – вивчення етико-дeonтологічних аспектів, що пов’язані з професійною діяльністю провізорів (фармацевтів).

Матеріали та методи. Для досягнення мети дослідження проаналізували наукові джерела з етико-дeonтологічних питань, що пов’язані з професійною діяльністю провізорів (фармацевтів). Протягом дослідження використали методи інформаційного пошуку, систематизації, порівняння та узагальнення, а також соціологічні. Об’єкт дослідження – результати анкетування та інтер’ювання відвідувачів і працівників аптечної мережі КП "Примула"; аптечних мереж, які входять в компанію ТОВ "Аптека-Магнолія" ("Аптека АНЦ", "Копійка") та аптеки соціального проєкту "Благодія"; аптечних мереж, що входять у компанію TOV "Аптека-Магнолія". Для наведення результатів використовували методи описової статистики. Для визначення значущості окремих факторів (Wij), що отримані в результаті анкетування, їхні оцінки перерахували у відповідну питому вагу компоненти.
Результати. Систематизували такі фактори: ті, що визначають якість обслуговування; які пов’язані з купівлею лікарських засобів (ЛЗ); які не пов’язані з купівлею лікарських засобів. Найбільш негативно впливають на відвідувачів, які сумують з переконання, що безпокойство, грусть, некомпетентність, а також висока ціна ЛЗ, є негативними і пов’язані з обслуговування. На думку провізорів (фармацевтів), найбільш негативно впливають впливають грусть, некомпетентність співробітників, дративність, ціна на ЛЗ, асортимент ЛЗ, наявність черг і повільне обслуговування.

Результати виходять з реальних потреб, що визначають взаємовідносини та протистоїть різних емоційних факторів, що формують людськість для окремих сегментів, що визначається етіко-демонтологічними принципами.

Висновки. Здійснили систематизацію факторів: ті, що визначають якість обслуговування; які пов’язані з купівлею ЛЗ; які визначають приоритетність якості роботи аптечних закладів; які впливають на взаємовідносини та протистоїть різних емоційних факторів, що формують людськість для окремих сегментів, що визначається етіко-демонтологічними принципами.

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The main task of the pharmacy is to provide highly qualified timely medical care to the population with a high culture of service. To perform this task, it is necessary to organize the work of the pharmacy in accordance with current standards, to ensure compliance with legislation governing the work of pharmacies, to strictly adhere to ethical and deontological principles [1–3,7–9].

In our country, the ethical standards of conduct of both medical and pharmaceutical workers coincide with legal requirements and are supported by laws and regulations. The main approaches to solving this problem are set out in the Fundamentals of the legislation of Ukraine on health care. Section X “Medical and pharmaceutical activities” contains articles that regulate the rights, duties, and responsibilities of medical and pharmaceutical workers in their professional activities [4].

The main ethical document is the Code of Ethics of pharmaceutical workers of Ukraine. The Code of Ethics for Pharmaceutical Workers of Ukraine is based on the Code of Pharmacists adopted in 1997 by the Council of the International Pharmaceutical Association and approved by the WHO. The International Code of Ethics and Recommendations of this Code contain 9 basic principles that govern the relationship between the pharmacist, the patient, the healthcare professional, and colleagues. The professional ethics of a pharmaceutical worker is based on the principles of legality, competence, objectivity and honesty, partnership and independence, confidentiality, and individual approach to each citizen. The Code aims to protect the dignity and human right to health care and sets out ethical standards of professional conduct and responsibility that should serve as a model guide for pharmaceutical chemists and pharmacists in their dealings with society in the context of market relations as the pharmaceutical profession grows and becomes more important. It should promote the formation of trust in the professional activities of pharmaceutical chemists and pharmacists, increase the status and image of these professions in society [5].

### Aim

The aim of the study was to study the ethical and deontological aspects related to the professional activities of pharmacists.

### Materials and methods

To achieve the goal of the study, an analysis of scientific sources on ethical and deontological issues related to the professional activities of pharmacists (pharmaceutical chemists). During the research the methods of information search, systematization, comparison, and generalization, as well as sociological research methods were used. The object of the study was the results of questionnaires and interviews of visitors and employees of pharmacy chains of KP “Prymula”; pharmacy chains that are part of the company “Pharmacy-Mahnoliiia”; Pharmacy ANC, Kopiika and pharmacies of the social project “Blahodiiia”; pharmacy chains that are part of the company Med-service.

Descriptive statistics methods were used to present the obtained data. To determine the significance of individual factors (Wij), obtained because of the questionnaire are listed to the corresponding specific weight of the component. To do this, the answers for each factor were summarized. The factor with the highest score was taken as “1”. The significance of other factors is calculated as the ratio of the sum of responses to the parameter that received the maximum score. To determine the rating of factors that shape consumer satisfaction with the work of pharmacists (pharmaceutical chemists) conducted additional studies to assess the significance of factors influencing consumer choice [6].

### Results

The following factors were selected for this study:

- Consumer dissatisfaction with the quality of service (Table 1).
- Consumer dissatisfaction with the organization of pharmacies (Table 2).
- Dissatisfaction of consumers associated with the purchase of drugs (Table 3).
- Priority qualities of pharmacies (Table 4).
- Parameters that determine the relationship between the pharmacist and the doctor (Table 5).

### Discussion

Table 1 shows that the most negative effect on pharmacy visitors is the inattention of the pharmacist (Wij = 1.00), his...
### Table 2. Parameters of the organization of work of drugstores causing dissatisfaction

<table>
<thead>
<tr>
<th>From the point of view of visitors to pharmacies</th>
<th>From the point of view of pharmacists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
<td>Rank</td>
</tr>
<tr>
<td>The presence of the queue</td>
<td>1</td>
</tr>
<tr>
<td>Obsessive advertising</td>
<td>2</td>
</tr>
<tr>
<td>Slow maintenance</td>
<td>3</td>
</tr>
<tr>
<td>No money exchange</td>
<td>4</td>
</tr>
<tr>
<td>Inconvenient location of the product in the window</td>
<td>5</td>
</tr>
<tr>
<td>Small area of the trading hall</td>
<td>6</td>
</tr>
<tr>
<td>Unsuccessful design of the trading hall</td>
<td>6</td>
</tr>
<tr>
<td>Lack of space for rest</td>
<td>7</td>
</tr>
</tbody>
</table>

### Table 3. Options related to the purchase of drugs that cause dissatisfaction

<table>
<thead>
<tr>
<th>From the point of view of visitors to pharmacies</th>
<th>From the point of view of pharmacists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factors</td>
<td>Rank</td>
</tr>
<tr>
<td>The price of drugs</td>
<td>1</td>
</tr>
<tr>
<td>Assortment of drugs</td>
<td>2</td>
</tr>
<tr>
<td>Low quality of drugs</td>
<td>3</td>
</tr>
<tr>
<td>Price mismatch in the shop window and in the check</td>
<td>4</td>
</tr>
<tr>
<td>Impossibility to return released drugs</td>
<td>5</td>
</tr>
<tr>
<td>Inconvenient dosage form of drugs</td>
<td>5</td>
</tr>
<tr>
<td>Inconvenient dosing of drugs</td>
<td>5</td>
</tr>
</tbody>
</table>

### Table 4. Parameters that characterize the quality of pharmacy operations

<table>
<thead>
<tr>
<th>Factors</th>
<th>Rank</th>
<th>Specific weight of components (Wij)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service culture</td>
<td>1</td>
<td>1.00</td>
</tr>
<tr>
<td>The atmosphere of the trading hall</td>
<td>2</td>
<td>0.98</td>
</tr>
<tr>
<td>Assortment of drugs</td>
<td>3</td>
<td>0.97</td>
</tr>
<tr>
<td>Highly qualified staff</td>
<td>4</td>
<td>0.96</td>
</tr>
<tr>
<td>Overall satisfaction with visiting the pharmacy</td>
<td>6</td>
<td>0.94</td>
</tr>
<tr>
<td>Location of the pharmacy</td>
<td>7</td>
<td>0.93</td>
</tr>
<tr>
<td>The location of the drug in the window</td>
<td>8</td>
<td>0.91</td>
</tr>
<tr>
<td>Affordable price</td>
<td>9</td>
<td>0.85</td>
</tr>
<tr>
<td>Availability of loyalty programs</td>
<td>10</td>
<td>0.84</td>
</tr>
</tbody>
</table>

### Table 5. The results of the evaluation of the parameters that determine the relationship between the pharmacist and the doctor

<table>
<thead>
<tr>
<th>Factors</th>
<th>Positive answer, %</th>
<th>Negative answer, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacist’s support of the doctor’s authority in the eyes of visitors</td>
<td>93.3</td>
<td>6.7</td>
</tr>
<tr>
<td>Performing the functions of a doctor by a pharmacist</td>
<td>20.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Pharmacist’s remarks to the doctor in the presence of visitors</td>
<td>13.3</td>
<td>86.7</td>
</tr>
<tr>
<td>Consultation of doctors on the selection and appointment of drugs</td>
<td>35.6</td>
<td>64.4</td>
</tr>
<tr>
<td>Collaboration with physicians to determine pharmacological standards for the treatment of formulary lists</td>
<td>13.3</td>
<td>86.7</td>
</tr>
<tr>
<td>Conducting educational work among the population on the use of over-the-counter drugs</td>
<td>44.4</td>
<td>55.6</td>
</tr>
</tbody>
</table>
Conclusions

1. The systematization of the main factors: which determine the quality of service; related to the purchase of drugs that cause dissatisfaction; which determine the dissatisfaction of visitors to pharmacies; which determine the priority qualities of pharmacies; determining the relationship between a pharmacist and a doctor.

2. Using the technology of sociological survey, the analysis was conducted and, based on ranking, the leading rational and emotional factors that form loyalty for certain segments of the professional activity of pharmacies using ethical and deontological principles were identified.

3. It is established that the views on consumer dissatisfaction with visiting pharmacies differ insignificantly from the views of pharmacists. Pharmacy visitors are most negatively affected by the pharmacist’s inattention and rudeness, the high price of drugs, the presence of queues, and slow service.

4. It is established that, in general, pharmacists maintain the authority of the doctor in the eyes of visitors and, along with the latter, conduct educational work among the population.

Conflicts of interest: authors have no conflict of interest to declare.

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