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Scientific And Methodological Feasibility Of Approaches To Evaluation Of Socially Responsible Behavior Of Pharmacists.

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ABSTRACT

The purpose of the work is to validate the methodological approaches to the integrated assessment of socially responsible behavior (SRB) of junior bachelors, bachelors and masters of pharmacy (hereinafter - pharmacists) at the pharmacy level as a compulsory component of professional activity. Materials for research were publications of fundamental and applied researches of domestic and foreign scientists on questions of social responsibility (SR) and methods of its evaluation at the level of organization and personal level; national and international normative acts that regulating SR, the activities of the pharmaceutical organization and the work of pharmacists. In the course of the research were used the methods of information search, systematization, analysis, synthesis, comparison, generalization and modeling. Modeling and formalization of the methodology of a comprehensive assessment SRB of pharmacists at the pharmacy level as a compulsory component of professional competencies has been carried out on the basis of the science-research analysis. In order to carry out a comprehensive assessment of SR, it is necessary to use both quantitative and qualitative indicators. The complex evaluation methodology is based on expert judgment in combination with the methods of psychodiagnostics of the individual on the principles of complexity and synergy and systemic, competence, culturological, rating and subjective-effective approaches. The use of the proposed methodology will give possibility to pharmaceutical organization of the retail segment of the pharmaceutical market, that is, the drug store, enhance its competitiveness, its image and trust from the stakeholders, the quality of pharmaceutical care and improve the system of motivation of pharmacists.

Keywords: pharmaceutical organization, pharmacist, social responsibility, comprehensive assessment

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INTRODUCTION

Pharmaceutical activity is connected not only with achievement of an economic result, which is measured primarily by the volume of produced (sold) products (medicines, medical products and other products of the pharmacy range) and the level of profit of the pharmaceutical organization (PhO). An important value has implementation of social function junior bachelors, bachelors and master's degrees of pharmacy (hereinafter referred to as pharmacists), namely the provision of high-quality pharmaceutical assistance through the moral values of pharmacists, , business ethics and partnership, which is manifested in compliance with the Ethical Code of Pharmacists of Ukraine, the rules and norms Corporate Code of the PhO, partnership, competition, care for the reputation of the PhO and its team. No less significant is the responsibility to the society, the state, the region, the PhO, in which the pharmacist works. It is about the socially responsible behavior of the pharmacist, which is based on the concept of social responsibility (SR).

Today, SR is an economic reality that has a special significance in society and the management system [1]. Ukrainian scholars did not stay away from this global trend. So the work of Yu.S. Bratishko, O.V. Posilkina, A. A. Kotvitska [2, 3, 4], our research [5] is devoted to the questions of existing forms SR of pharmacists. Despite the considerable scientific contribution of the aforementioned scientific works, the search for new effective mechanisms for increasing the competitiveness of the PhO through the increase of SR at the personal level remain relevant.

Mandatory components of pharmacists' SR are moral, psychological, legal, professional, political, civil, environmental components. That is, a socially responsible pharmacist has its own internal structure - internal determinants, which act as a regulator of behavior and guide it into the regulatory course proposed by society [6]. In this context, the questions of the searching for methodological approaches to the evaluation SRB of pharmacists and the definition of their levels are updated.

The purpose of the work is to substantiate the methodological approaches to the integrated assessment of socially responsible behavior of junior bachelors, bachelors and masters of pharmacy (hereinafter - pharmacists) at the pharmacy level as a compulsory component of professional activity.

MATERIALS AND METHODS OF RESEARCH

Materials for research were publications of fundamental and applied researches of domestic and foreign scientists on SR issues and methods of its evaluation at the level of organization and personal level; national and international normative acts regulating SR, activities of the PhO and the work of pharmacists.

In the course of the research, methods of information retrieval, analysis, synthesis, generalization, modeling and formalization were used.

RESULTS AND DISCUSSION

According to the typology of professions proposed by E. A. Klimov [7], the pharmacist profession belongs to professions of the "person-to-person" type, since it involves constant work with people and constant communication in the process of professional activity, and therefore, requires in aggregate professional competencies (integral , general, professional) and personal qualities, including moral and psychological.

According to American and European polls, pharmacists have one of the highest ratings of public trust [8, 9], that is, having received professional education, having made a serious exam and having received a personal license, the pharmacist is further responsible for his professional activities.

According to the Global Competence Framework for Pharmacists (FIP Global Framework), which was officially adopted by the International Pharmaceutical Federation and was founded in September 2008 [10], the components of the characteristics of a modern pharmacist are: compliance with professional duties, guidelines, legislation; protecting and supporting national policies that promote better health outcomes; planning and implementing a strategy for continuous professional development; ensuring effective

pharmacotherapy management; preparation, receipt, storage, safety, distribution, administration of drugs. These components reflect the social aspect of his professional competencies - personal SR.

The main characteristic of SR is its voluntary nature. A pharmacist accepts his own self as a personal and universal duty. Aware of his own obligation, he may add additional requirements and impose additional restrictions in the absence of explicit customary coercion, that is, working in accordance with consumers, society, professional community, and the state. However, the lack of this coercion does not mean its absence at all [11]. It is the socially responsible pharmacist who provides the pharmaceutical organization with a positive image and increases its competitiveness in the current difficult conditions of existence.

Thus, the pharmacist's SRB is a complex phenomenon that depends on many factors: education, period (stage) of professional life, position, professional role in the pharmaceutical organization, subject of relations and reporting, socio-cultural environment, personal moral and ethical values, legal field, psycho-emotional state, etc. In this regard, particular attention should be paid to the choice of indicators that can be used to determine the level of SR, as well as the sequence of phases of evaluation of the pharmacist's SRB.

In order to carry out a comprehensive evaluation of the SRB, it is necessary to use both quantitative and qualitative indicators. Previous studies [12] identified a set of qualities that are inherent in the responsible pharmacist and, according to experts, must be evaluated at a certain level of personal pharmacology pharmacist: professionalism; responsibility for their actions and decisions; patience; self-control behavior; sociability; ability to listen to others; devotion to his profession; tact; care about order, quality and accuracy; justice.

In determining the state of the pharmacist's SRB it is expedient to use the expert assessment method in combination with the methods of psychodiagnostics of the person (method "Locus control" by J. Rotter, 16-factor personal questionnaire R. Kettel, Diagnosis of partial internal positions of the personality externality according to E. F. Bazhan, E A.Golinkina, A. M. Etkind and others [13]) on the principles of complexity and synergy and systemic, competence, culturological, rating and subjective-effective approaches.

The latter involves a comprehensive expert assessment of the pharmacist: self-esteem, evaluation by managers of different levels, assessment of colleagues, assessment of subordinates, assessment of another subject of professional relations (patients, doctors, pharmacists of other PhO, etc.), psychologist, independent external auditor (for example, Attestation Commission of the higher institution education or professional community).

When evaluating the "multi-vector" principle, the set of competences may vary depending on the position and professional role of the pharmacist he performs in the team, as well as on the requirements of the object of the relationship and / or reporting.

The methodology of complex assessment SR of pharmacist at the pharmacy level is realized in several stages, which are characterized by concrete tasks and expected results (Fig. 1).

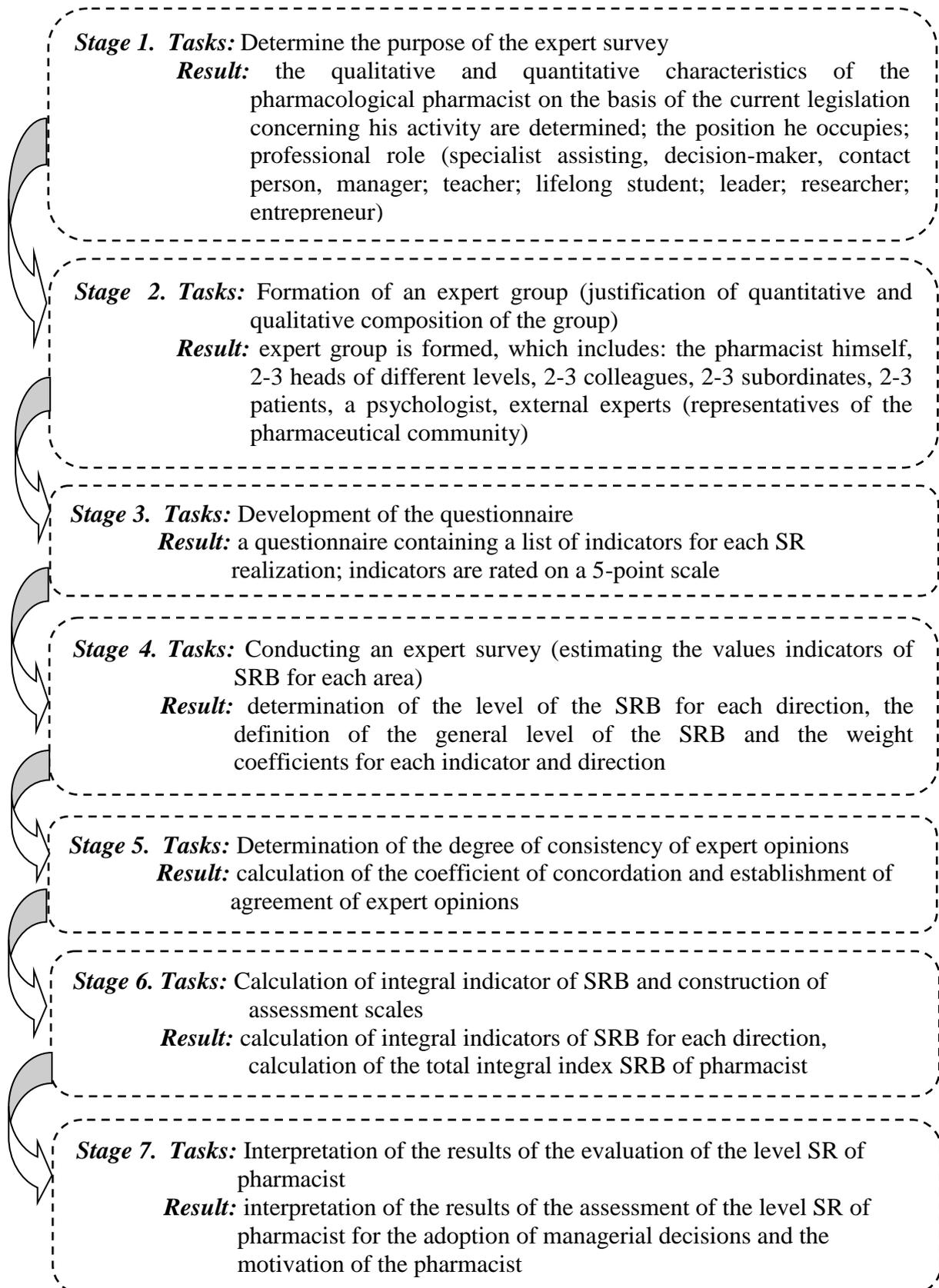


Fig. 1 - Model of the method of complex estimation SR of pharmacist at the pharmacy level

Taking into account the above, the model of the method of complex evaluation SRB of the i -th pharmacist (SRBi) at the pharmacy level can be written in the following formalized form:

$$SRB_i = \langle P, PR, CINT, CG, CS, LC, Q, SA, CA, SD, M, R, O, LA, MV, WE1, WE2 \rangle,$$

where $P = \{p_a\}$ – set of parameters (PS) of post i -th PS;
 $PR = \{pr_b\}$ – PS professional role of i -th pharmacist;
 $CINT = \{cint_d\}$ – PS integral competencies of the i -th pharmacist;
 $CG = \{cg_r\}$ – PS general competences of the i -th pharmacist;
 $CS = \{cs_h\}$ – PS specialist (professional) competencies of the i -th pharmacist;
 $LC = \{lc_j\}$ – PS locus of control of the i -th pharmacist;
 $Q = \{q_c\}$ – PS quality and completeness of the professional duties of the i -th pharmacist;
 $SA = \{sa_k\}$ – PS scientific activity of the i -th pharmacist;
 $CA = \{ca_i\}$ – PS public activity of the i -th pharmacist;
 $SD = \{sd_n\}$ – PS self-development of the i -th pharmacist;
 $M = \{m_s\}$ – PS Awards of the i -th pharmacist;
 $R = \{r_t\}$ – PS comments of the i -th pharmacist;
 $O = \{o_v\}$ – PS misconduct of the i -th pharmacist;
 $LA = \{la_w\}$ – PS law-abiding i -th pharmacist;
 $MV = \{mv_x\}$ – PS moral values of the i -th pharmacist;
 $WE1 = \{we1_y\}$ – PS work experience i -th pharmacist;
 $WE2 = \{we2_z\}$ – PS work experience i -th pharmacist in this FO.

CONCLUSION

Based on the scientific analysis, modeling and formalization of a comprehensive assessment of a pharmacist's SVP has been carried out, the use of which will allow the pharmaceutical organization of the retail segment of the pharmaceutical market, that is, a pharmacy, to improve competitiveness, image and trust from stakeholders, improve the pharmacists motivation system.

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