



Features of rendering pharmaceutical support at the pharmacies during trading over the counter medicines

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Abstract

When choosing OTC drugs in a pharmacy, consumers often come to the aid of pharmacists. Choosing the right consumer depends on the pharmaceutical help they provide. We focused on the study of pharmaceutical care and its features in the sale of non-prescription drugs. To accomplish this goal, a method of sociological research was used - a survey. Special questionnaires for pharmacists were compiled and distributed among pharmacies. The analysis examined the socio-demographic characteristics of specialists, knowledge and professional experience, factors affecting them in the sales process, as well as the current state of pharmaceutical support. We believe that it is advisable to provide specialized information ICT to pharmacies in order to expand access to qualified pharmaceutical care.

Keywords: Modern consumers, over the counter drugs, pharmaceutical support, external and internal factors.

INTRODUCTION

Over the past 10 years, self-treatment among the population has been growing on a large scale. This we can inextricably link with the level of knowledge of the population, modern lifestyle and rapidly developing pharmaceutical market [1]. This, in turn, requires an increased level of knowledge and skills of pharmacy specialists, professional experience and ability to communicate. [2].

According to WHO concept, pharmaceutical care (PC) is a promising, patient-oriented practice aimed at identifying, solving and preventing the problems of pharmacotherapy. The implementation of this goal is carried out, as a rule, in stages:

- assessment of the patient's need for pharmacotherapy;
- developing an assistance plan to meet these needs;
- implementation of the developed plan;
- evaluation and revision of the used plan.

Providing a patient-focused PC is accompanied by all the necessary cognitive functions:

- counseling;
- provision of information on drugs;
- monitoring of drug therapy;
- technical aspects of the provision of pharmaceutical services, including the regulation of the provision of medicines. [3].

The purpose of this study is to study the status and characteristics of pharmaceutical assistance in the sale of drugs permitted for over-the-counter (OTC) in pharmacies.

MATERIAL AND METHOD

In order to conduct the study, we have compiled 260 special questionnaires for pharmacists and distributed them to pharmacies of the Dori-Darmon company located in the regions of the Republic of Uzbekistan. Answers to

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questions in the questionnaires submitted by pharmacists were analyzed using system and logical methods [4,5]. All results obtained were processed using Microsoft Office Excel 2010.

RESULTS AND DISCUSSION

Firstly, we start by analyzing the socio-demographic characteristics of the survey participants. 37% of the respondents are men, 63% are women, of whom 14.61% are specialists under the age of 30, 51.54% are up to 31-40 years old, 26.92% are up to 41-50 years old and 6.92% - up to 51-60 years. Also,

38.01% - higher education, and 61.92% - secondary specialized education.

The ability of specialists to provide qualified pharmaceutical assistance depends on both their level of knowledge and professional experience. [6]. Accordingly, it was found that 13.46% of survey participants are under 5 years old, 42.31% are 5-10 years old, 23.08% -10-15 years old, 15.38% -15-20 years old and 5.77% - 20 years or more are specialists with work experience.

According to the pharmacists who took part in the survey, several factors influence consumers who purchase OTC drugs based on PC in pharmacies (1. Figure).

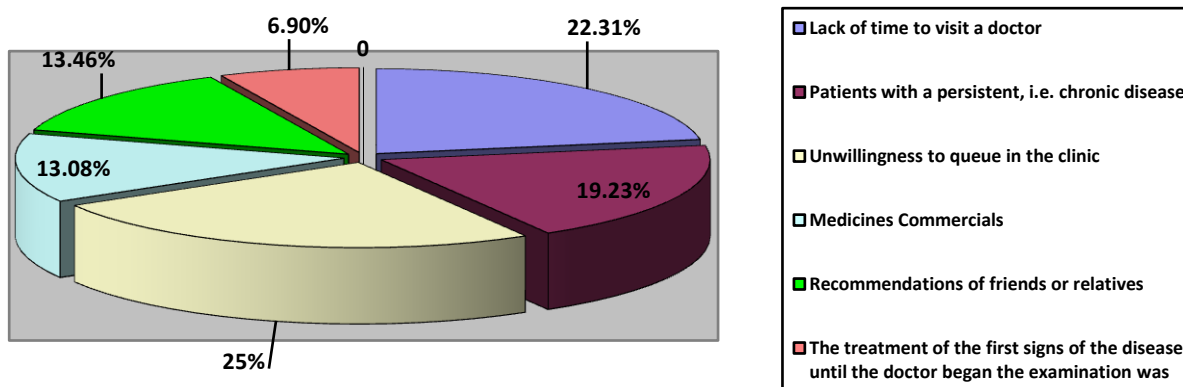


Figure 1: Factors affecting consumers in the purchase of OTC drugs based on PC.

- Lack of time to visit a doctor-22.31%;
- Patients with a constant, that is, chronic disease - 19.23%;
- Reluctance to stand in line at the clinic-25%;
- Commercials about medicines-13.08%;
- Recommendations of friends or relatives - 13.46%;
- The treatment of the first signs of the disease until the doctor started the examination was 6.9%.

According to pharmacists, 86.8% of women and 81.5% of men visiting a pharmacy buy OTC drugs. The reason women buy a higher percentage is because they care more about their health and the health of their loved ones.

Figure 2 below shows the ratio in percent of consumers who seek pharmaceutical help from a specialist in choosing OTC drugs (figure 2).

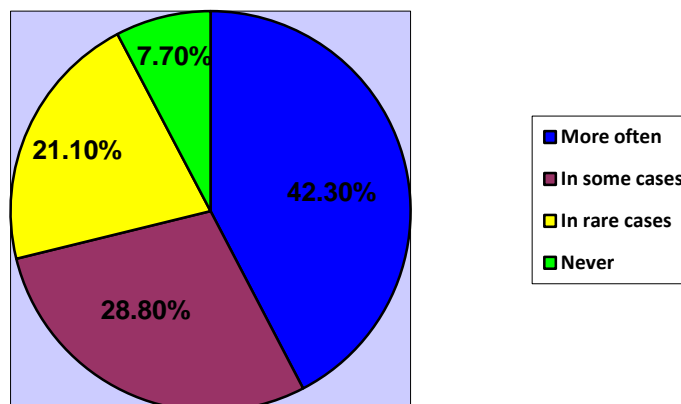


Figure 2: Percentage of levels of PC query in the choice of OTC drugs

Most often, consumers apply for PC in the choice of OTC -42.30%, in some cases - 28.80%, in rare cases - 21.10% and never - 7.70%.

Analysis by experts of the answers to the questions related to the sale of medicines to consumers from pharmacies in the questionnaire was presented as follows (Figure 3-4-5-6).

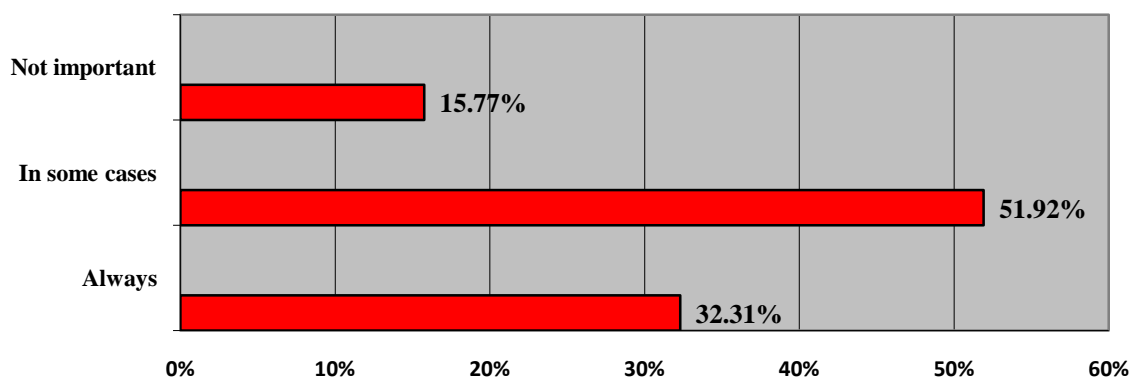


Figure 3: Attitude of pharmacists to provide additional information

- Always – 32.31%;
- In some cases – 51.92%;
- Notimportant – 15.77%.

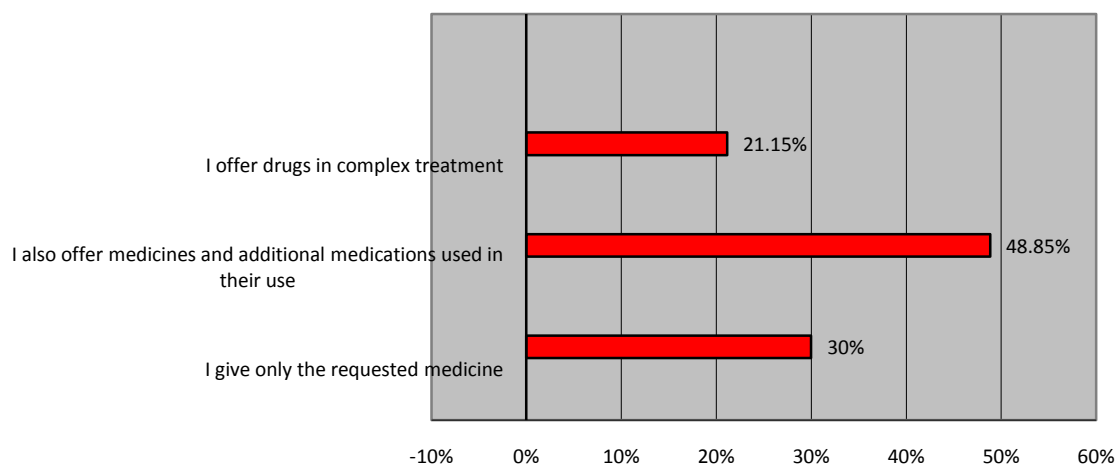


Figure 4. Pharmaceutical approaches to the process of selling drugs

- I give only the requested medicine - 30%;
- I also offer medicines and additional medical drugs used in their use - 48.85%;
- I offer drugs in complex treatment - 21.15%.

The results of the following analysis show that pharmacists are primarily focused on protecting the health of consumers, and not on financial income from the sale of OTC drugs (Figure 5.).

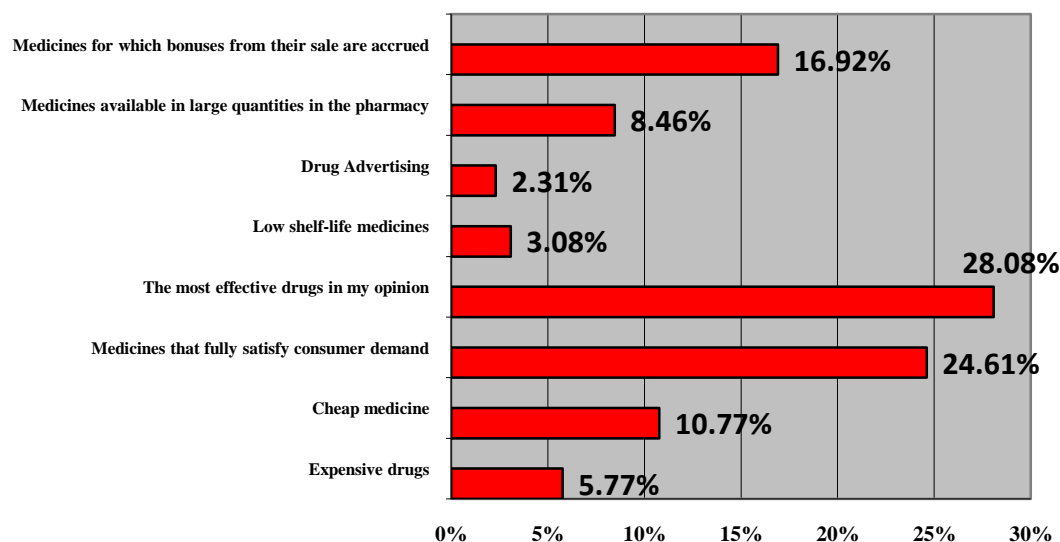


Figure 5: Distribution of pharmacists' opinions on which medicines are recommended to consumers

- Expensive drugs-5.77%;
- Cheap drugs-10.77%;
- Medicines that fully satisfy consumer demand - 24.61%;
- The most effective drugs in my opinion are 28.08%;
- Medicines with a low shelf life of 3.08%;
- Advertising of medicines-2.31%;

- Pharmaceuticals in large numbers in the pharmacy - 8.46%;
- Medicines for which bonuses are awarded from their sale - 16.92%.

When communicating additional information about medicines to consumers, pharmacists should also have sufficient pharmaceutical information (Figure 6).

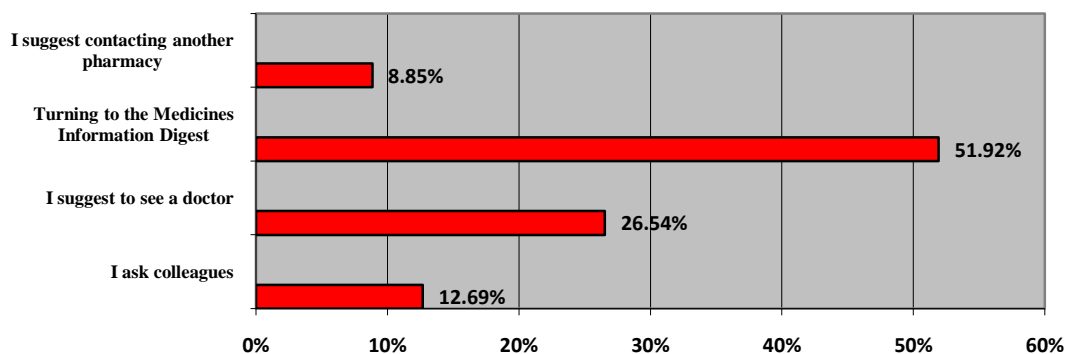


Figure 6: Cases when pharmacists answer consumer questions

- I ask colleagues-12.69%;
- I propose to see a doctor-26.54%;
- I turn to the informational collection of medicines funds – 51.92%;
- I propose to contact another pharmacy-8.85%.

CONCLUSION

1. Based on interviews with pharmacists, the features of the provision of pharmaceutical assistance in the pharmacies of Dori-Darmon societies located in the regions of the Republic of Uzbekistan were studied.

2. We studied the social demographic characteristics of the survey participants, such as age, gender, as well as educational level and influencing factors in the sale of OTC drugs.

3. According to the results of the analysis by specialists associated with the sale of medicines from pharmacies to consumers, we believe that professionals working in pharmacies should have more and timely information about medicines, it is necessary to create good conditions for systematic training of pharmacists in order to increase their professional experience and control over their knowledge, increasing the number and methods of

using available sources of information in accordance with modern requirements, i.e., using information-communication technology (ICT) to expand the ability to provide qualified pharmaceutical care.

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