

Lecture No. 10.

Topic: Pharmaceutical ethics and deontology. Business and professional ethics of a leader.

Plan.

1. Definition of ethics, pharmaceutical ethics.
2. Ethical foundations of modern deontology, principles of pharmaceutical ethics.
3. Pharmaceutical deontology.
4. Principles of deontology, reflecting the relationship between pharmacy workers and patients.
5. Relationships in the pharmaceutical team.
6. Principles of deontology, reflecting the relationship between a pharmacist and a doctor.
7. Business and professional ethics of a leader.

1. Ethics is a science that studies moral principles, with their laws of historical development, with their class content, with their role in social life. Ethics is also considered the science of morality, in other words, morality is the object of study of ethics. Ethics as a science of morality is divided into two components: theoretical ethics and applied (professional) ethics.

Professional ethics, being part of “applied ethics,” is a reflection of the moral aspects of various fields of activity (professions): pharmaceuticals, education, public affairs, justice, social assistance, media, etc.

Pharmaceutical ethics is an applied science that studies the ethical and moral culture of a pharmacist, norms of behavior and ethical and psychological aspects of the relationship between all participants in pharmaceutical activities.

2. Ethical foundations of modern deontology

The moral aspect of professional ethics, including pharmaceutical ethics, is manifested primarily in the fundamental principles of ethics common to all professions:

- professionalism;
- professional autonomy;
- informed consent;
- quality;

- respect for property rights;
- collegiality;
- the right to criticism;
- speech culture.

It is characteristic of the pharmacist profession, to which the phenomenon of professional ethics is applied, that ethical and deontological norms apply not only to the relationship between pharmacists, but also between pharmacists and doctors, pharmacists and pharmacy visitors, pharmacists and patients. In addition to the fact that the pharmacist's profession is creative, we assume, in accordance with established norms, work standards, and so on, a creative attitude towards the norms of ethics and pharmaceutical deontology. There are no restrictions in this regard if your innovations have a positive impact on human health.

Pharmaceutical ethics, along with the general principles of ethics, are characterized by **4 more basic principles** characteristic of the pharmacist profession.

The principle of autonomy is a form of personal freedom in which the individual (pharmacist) makes decisions and acts according to his own will, aware of and respecting the dignity and freedom of the authors. In pharmaceutical practice, compliance with this principle is manifested:

- assessment of the patient's personality;
- providing psychological support to the patient;
- providing the necessary information;
- the ability to choose an alternative option;
- ensuring the patient's independence in decision making;
- the ability to control the development of drug therapy;
- patient participation in decision making.

The “NON NOCERE” principle “DO NO HARM” requires compliance with the following basic requirements:

- what we (pharmacists) are going to do should not be immoral or bad;
- possible risk should not be a means to achieve a goal;
- an adverse effect does not make it a special target, but simply a fact that we are willing to accept.

The principle of benevolence: the benefit that the patient will receive as a result of the pharmacist's action must outweigh the possible harm, and the risk that any result will be minimal.

The principle of justice presupposes impartiality, moderation and fairness in pharmaceutical care, the acceptability of dependence on nationality, religion, social status, education, etc. Dependence on certain factors - only if necessary.

In addition to the above principles, pharmaceutical ethics requires adherence to several rules, such as the rule of truth, privacy, confidentiality, loyalty and the rule of professional competence.

Pharmaceutical ethics fulfills/complies with the principles and norms set out above by performing the following two functions:

- educational function: conscious assimilation by the future pharmacist of specific ethical standards that determine his vision of the world and professional thinking;
- regulatory function - practice: the practical application of knowledge and training acquired in the field of professional ethics becomes an algorithm in the hour-long decision-making process when resolving complex social conflicts and ethical and moral dilemmas.

It is important for the pharmaceutical system as a whole that the principles and norms of pharmaceutical ethics, carefully observed by each specialist pharmacist, contribute to the strengthening of the “ethical pharmacy” (enterprise). In an ethical pharmacy:

- interests that may harm health are alien to every specialist;
- the principle of remuneration depending on sales volume does not apply;
- advertising or other measures to increase sales are prohibited;
- rules for dispensing medications (for example, antibiotics without a prescription) are not violated;
- no unfair competition;
- the provisions of the codes of pharmaceutical ethics are strictly observed.

Given that pharmaceutical ethics competes with the pharmaceutical “business,” there is an urgent need to strengthen specific measures that support and protect compliance with ethical principles and rules:

- legalization of certain specific norms of pharmaceutical ethics;
- stimulation of pharmaceutical activities without violating professional ethics;
- compliance with the ethical positions of pharmaceutical activities.
- expansion of information activities in mass media sources in order to educate the public on the issues of “health expectations” from a pharmacist and pharmacy.

The International Federation of Pharmacists promotes the following principles of pharmaceutical ethics:

- the main responsibility of a pharmacist is to care for human health;

- the pharmacist treats all patients equally (identically);
- the pharmacist respects the patient's right to choose a treatment method;
- the pharmacist collaborates with colleagues and other specialists and evaluates their professional abilities;
- in professional relationships, the pharmacist demonstrates honesty and trust;
- the pharmacist serves each person and society as a whole;
- the pharmacist constantly maintains and develops his professional knowledge and skills;
- the pharmacist is obliged to ensure the continuous provision of pharmaceutical services in the event of a conflict/work or closure of the pharmacy.

3. Pharmaceutical deontology, as part of general medical deontology, is the science of duty, ethical values and the performance of professional duties. The term “deontology” was first introduced by the English philosopher Bentham.

The activities of a pharmacist and a pharmacist contain dual features, so pharmaceutical ethics has its own characteristics. On the one hand, a pharmacist is a medical worker, and his professional duties are subject to all the rules of medical deontology, which are also mandatory for medical practice. On the other hand, pharmaceutical business is a commercial activity and should be based on the laws prescribed by the market economy.

When interacting with a buyer, the pharmacist tries to comply with the principle of deontology “do no harm”, but at the same time receive maximum income. Under these conditions, the noted aspects are not always easily combined.

Pharmaceutical deontology as a science studies the moral rules of behavior of a specialist working in a pharmacy. This includes both the provision of medicines to citizens and consultations on the range of products.

The pharmacist's oath, which students take upon graduation from medical school, contains the following promises:

- firmly adhere to the rules of pharmaceutical deontology;
- collaborate with doctors, not forgetting that by working hand in hand, it is easier to restore health to the patient;
- maintain respect for yourself and colleagues;
- be polite, caring and forgiving;
- constantly improve knowledge and qualifications;
- protect and enhance the heritage of domestic pharmacy;
- sparing no effort and honorably preserving the health of the population;
- be patient, responsible and honest in your actions.

Pharmaceutical deontology is divided into two categories: objective (describes duties) and subjective, which reveals the attitude of a specialist to the performance of job duties. It includes a description of the chains of relationships between the pharmacist and customers, colleagues and doctors. This science has its own research methods: filling out questionnaires, monitoring, surveys and interviews.

4. Relationships between pharmacy workers and patients

A key part of deontology is devoted to the interaction of pharmacy employees with clients. When communicating with patients and their loved ones, pharmacists must comply with certain ethical requirements.

The peculiarity of working in a pharmacy is the constant communication with a large number of different people. Therefore, the sale of medicines should be carried out by employees who are prepared for psychological stress. They are also subject to liability when selling medicines. Employees must have:

- good memory;
- organization;
- attentiveness and sensitivity;
- restraint, calm;
- speed of thinking and reactions.

The pharmacist needs to be able to categorize customers in order to correctly find the tone and direction of the conversation. First of all, pharmacy visitors should be differentiated by age and gender. Women understand more about drugs and their effects. They are often responsible for monitoring the treatment of their relatives, so they want to learn as much as possible about medications. Men, on the contrary, usually want to leave the pharmacy as soon as possible. Therefore, you need to try to draw their attention to storage conditions and dosage regimen. Pensioners try to learn as much as possible about the drug and get detailed advice from a pharmacist.

Patients should also be divided according to their individual psychological characteristics: restraint should be shown to those who are irritable and impulsive, sensitivity to those who are shy, and delicacy to those who are touchy.

Deontological requirements for pharmaceutical workers:

1. Appearance. The first impression and trusting relationships largely depend on it. Therefore, a snow-white ironed robe, neat hairstyle, discreet makeup, external neatness and cleanliness play a big role.

2. Speech. It should be understandable and accessible to people with any level of knowledge in the field of pharmaceuticals. When informing customers about the intricacies of

taking a medicine, you should refrain from using complex medical terms. You need to speak moderately loudly, clearly and sometimes repeat the most important points.

3. Behavior. Customers upset because of their illness or the illness of a loved one may be quick-tempered, embittered, and touchy. Therefore, when communicating with them, you should show tact, politeness, and participation. The pharmacist should monitor facial expressions and gestures, as some patients are sensitive to indifference. Discussions and comments regarding the patient, as well as personal, extraneous conversations between employees, create an unpleasant impression. A friendly tone, politeness, delicacy, and desire to help contribute to trust in the pharmacist.

4. The ability to listen. Sometimes visitors wish to discuss their illness in the hope of receiving sympathy. But listening does not mean remaining silent: a person hopes for the expression of opinions and sincere participation.

5. Display of medicines. Showcases should be designed taking into account not only marketing, but also medical ethics. For example, prescription drugs should not be displayed prominently.

6. Speed of service. It is necessary to work in an organized and efficient manner, to produce medicines as quickly as possible, but at the same time not to violate technology.

7. Explanation when selling the drug. It is necessary to tell about the storage method and give recommendations for use. You should inform about possible side effects of the medicine and clarify what is best to do: reduce the dosage, stop taking it, consult a doctor.

8. Respect for the doctor's authority. You should not speak negatively about the specialist or express distrust in the validity of the appointment.

A pharmacist must have good professional training: understand various areas of medicine and pharmacology, and be able to provide qualified consultation. Competent information activities of the pharmacy contribute to greater profits. A visitor who liked everything about the work of a pharmaceutical establishment is highly likely to return again and again.

Recommendations for the behavior of a pharmacist with elderly patients.

Buyers over 60 years of age often require a special approach due to age-related changes in physiology and character. In pensioners, reaction speed may slow down, attention may weaken, and visual acuity and hearing may decrease.

They are often overwhelmed by anxiety and worry, a feeling of insecurity and worthlessness. Such people more often than others experience apathy and aggression, concern about health, financial costs, and the quality of medical care and care.

When communicating with older people, a pharmacy employee should take into account the characteristics of their condition, so the pharmacist must:

1. Provide information in a short, structured form, do not use complex terms, speak clearly and slowly, and repeat information about the drug upon request.
2. Look into the patient's eyes to make it easier for him to understand, focusing on gestures, lip movements and facial expressions.
3. Don't get angry, don't speak in a raised voice, don't judge.
4. Help the patient identify the main thing in new information and not burden his memory with unnecessary information.
5. If necessary, write information on the leaflet or packaging of the drug.
6. Repeat the medication regimen and features of its use, if necessary.
7. Be friendly and sympathetic to those clients who did not bring glasses with them and do not see the names of medications and annotations.
8. Talk to one visitor without being distracted by phone calls, colleagues and other people in line.
9. Try not to radically change the usual location of medicines on the display window, where the bulk of buyers are elderly people.

Older customers may become anxious and irritated. It is important to show attention to everyone, show your participation and desire to support, and strive to establish trusting contact.

Practical advice on working with conflict clients.

It is important for pharmacists not only to be able to find a common language with customers, but also to resolve conflicts. Since people often come to the pharmacy concerned about various problems, they may show aggression, irritability and hostility. The employee must be able to get out of such situations without worsening his impression of the pharmacy or losing his own dignity.

Tips for resolving conflicts:

1. Give the angry customer the opportunity to express his indignation, listen carefully, and do not interrupt. Try to figure out what exactly made him so angry.
2. Discuss options for resolving the current situation.
3. In order for the patient to be distracted and stop being nervous sooner, you should ask a lot of questions to help understand the cause of the complaint. You can give a compliment or ask for advice. You should speak without irritation and in a friendly manner, without reproaching.
4. Thanking for the opinion and apologizing will soften the anger and neutralize the visitor's irritation.

A pharmacist should always be friendly and courteous; he should not allow himself to be slow; it is important to carry out his work without delay. It is necessary to constantly observe the rules of deontology, because people will not again go to a pharmacy where they were rude or did not help.

Despite the fact that the standards of the profession may change over time, pharmaceutical deontology remains an important assistant in the work of a pharmacist. Only by adhering to ethical standards can we gain and maintain the trust of patients. A pharmacist who wants to achieve career growth must constantly update his knowledge, learn to communicate and find an approach to different people.

Current trends and issues in the relationship between pharmacists and patients

Often people tend to buy popular drugs based on information they heard from friends or in advertising. The goal of the pharmacy employee is to explain in an accessible form the limitations and indications for the use of the medication, and to mention the possible consequences of self-medication.

Significant changes in pharmaceutical activities today:

- buyers have become more informed about the effects of drugs, generics, and methods of therapy thanks to the Internet;
- the range of drugs has increased, especially the over-the-counter range;
- cases of self-prevention and self-help have become more frequent.

A pharmaceutical worker must not:

- sell medicines that are not approved for medical use and of which he is not sure of the quality;
- use your skills in the illegal manufacture and dispensing of medicines, especially those that can contribute to deterioration of health;
- act solely in their own interests, without paying attention to the needs of the patient.

Now we are seeing import substitution, rising prices for medicines, and the dominance of network companies. Against the backdrop of high competition, pharmacies can win and retain their customers by firmly adhering to the rules of pharmaceutical deontology in relation to the patient, colleagues, and other medical professionals.

5. Relationships in the pharmaceutical team.

In the pharmacist-pharmacist interaction chain, you need to maintain friendliness, openness and friendliness. You should respect the practical knowledge and work of all team members, regardless of their official position, and share information and skills with employees when necessary.

Rules for creating a favorable microclimate in a team:

- you need to be able to honestly admit your mistakes. Self-criticism and friendly criticism are an effective way to unite and strengthen relationships between colleagues;
- purposefulness of interests - covers iron discipline, impeccable performance of duties, creative approach to business;
- mutual respect between employees is unthinkable without decency and honesty;
- the best traditions should be protected and valued, explaining them to all new employees.

Criticism towards a team member can be extremely justified. An employee's work actions may be subject to censure, but not his character or appearance. The pharmacist is independently responsible for the impeccability of his authority. Criticism of colleagues in front of a client is also unacceptable.

6. Relationship between pharmacist and doctor

The effectiveness of collaboration between physicians and pharmacists affects patient outcomes. Professional relationships between employees from these areas of medicine should be built on the principles of partnership and trust. Patients should not be allowed to see disrespect or neglect of specialists towards each other.

Standards of deontology for the relationship between a doctor and a pharmacist:

- do not forget that the overall goal is to improve the patient's well-being;
- you should constantly improve your level of knowledge in order to, if necessary, give a comprehensive explanation to the doctor's question;
- To avoid causing harm to the patient, the drugs that were prescribed by the doctor should be dispensed. Medicines should not be suggested based on personal judgment;
- If you identify inaccuracies in the doctor's work, you should definitely discuss this with him, colleagues and management in order to prevent a serious error in therapy in time;
- It is not permissible for the buyer to express doubts about the image of the doctor or the treatment prescribed by him.

The joint work of the pharmacist and the doctor is to select the most effective drugs, method of administration, dose, and effective treatment regimen. This helps improve patient treatment outcomes.

A pharmacist, being a specialist in the field of pharmacology, is obliged to notify the doctor about new drugs and demand strict compliance with the established rules for writing a prescription.

7. Business and professional ethics of the leader.

Managerial ethics is a type of professional ethics associated with the direct activities of key figures in the organization aimed at determining the policy of the company as a whole.

The task of managerial ethics is to maintain effective mechanisms of interaction within the workforce and the relationship between the manager and subordinates.

Code of Ethics for Senior Management

Throughout history, moral codes for management workers have been developed more than once. One of the first was the “Moral Code of Local Government Employees” (USA, 1924), amendments to it were adopted 5 times.

The modern code of ethics for a leader includes the following provisions:

1. personal financial resources should not conflict with official duties;
2. your financial income must correspond to the standard income of representatives of your profession;
3. adherence to the law (legitimacy of all actions);
4. confidentiality of business information;
5. complete “transparency” of personal financial investments, including investments of family members.

Principles and standards of moral behavior of senior management:

1. be an expert in your field;
2. be decisive (a leader should not make many decisions, few, but the most important ones);
3. be a diplomat;
4. inspire trust with your moral qualities: decency, tolerance...
5. be obligatory: do not bear false obligations;
6. hire the best to your team;
7. help your subordinates grow;
8. be able to create motivation for others;
9. Don't be a know-it-all: be able to admit your mistakes;
10. don't play politics;
11. do not shoot the messenger with bad news: you may lose good news.

Relationships between managers and subordinates

1. The style of communication between a manager and an employee is determined by the general style of relations in the team. It is preferable for a manager to address employees either by first name and patronymic or by last name, but with the addition of the words <Mr.> or <comrade>

2. *Subordination in business relations.* In managerial relationships, hierarchy should always be observed. A leader needs to be extremely correct. You should not give orders over the head of a subordinate manager. By doing this you undermine your authority.

3. The principle of emotional neutrality towards subordinates, that is, no one should be singled out even by the tone of speech. The manager is obliged to treat all employees evenly and with restraint, regardless of personal likes and dislikes.

4. *Business visits of subordinates to the manager.* Excessive availability of the manager does not contribute to the creation of a normal business environment and leads to familiarity. The manager and his secretary must limit the number of persons who have the right to enter the office without notification. It is necessary to create a procedure in which you cannot enter the office if someone is already there (especially strictly observe these rules during reception hours). It is advisable that all visitors who need direct contact with the manager have a clearly fixed time for the visit and are confident in its feasibility. At the same time, we must remember that the manager's inaccessibility to communicate with subordinates and visitors leads to loss of information.