

Lesson No. 13.

Topic of the lesson: Consumers of prescription drugs. The role of the pharmacist in the prescription drug market

Main issues to be discussed at the seminar:

1. Characteristics and differences between the submarket of prescription drugs and the submarket of OTC drugs.
2. Basic consumer functions in the Rx market.
3. The main subjects of choice of prescription drugs and tools of marketing influence on them.
4. The doctor as the main subject of choosing prescription drugs
5. Factors influencing a physician's choice of prescription drug.
6. Tools and means of marketing influence on the part of manufacturing companies on healthcare professionals.
7. The role of the pharmaceutical worker in the prescription drug market. Pharmaceutical practice, pharmaceutical assistance, pharmaceutical services. Definition of concepts.
8. The role of a pharmacy pharmacist in the sale of prescription drugs: formation of an assortment, replacement of drugs, information and consulting activities.
9. Interrelation between OTC and Rx markets.

The role of the pharmaceutical worker in the prescription drug market.

In order to set priorities in the activities of pharmacy workers, to understand the role and place of the profession in society and the healthcare system, it is necessary first of all to answer the question of who the pharmacist (pharmacist) is - a certified seller of medicines and related products or a certified specialist (licensed institutions) providing professional advice on the use of medicines and other pharmaceutical products, including during their dispensing (sale, sale).

The patient must purchase the medicine after being informed by the doctor.

The current situation in our country's healthcare often leads to consumers going to a pharmacy without going through a doctor

It should be noted that medical workers act as consumers of information services. In the chain of relationships: doctor – pharmacy (pharmacist, pharmacist) – patient, it is pharmacy workers who play the role of a connecting link.

In his professional activities, a pharmacist (pharmacist) must:

- ✓ treat doctors and healthcare workers with respect;
- ✓ advise doctors on the selection and prescription of the most effective medications, their properties, side effects, etc. and provide them with information;
- ✓ inform the doctor about the available pharmacy products;
- ✓ bring to the attention of materials on the regulatory regulation of the circulation and accounting of medicines.
- ✓ Providing information about medications to the public is the direct responsibility of a pharmacy specialist, enshrined in a number of legal and regulatory documents, since the effectiveness of pharmacotherapy largely depends on this.

Professional functions of a pharmacist when advising visitors (patients) when dispensing drugs according to a doctor's prescription:

Dispensing prescription drugs

- ✓ Preventing the possibility of using 2 or more drugs of the same composition simultaneously (when dispensing prescription drugs, there is a very important circumstance that

requires a biased clarification of the list of drugs that the sick person has taken or is taking. Medicines are prescribed in a prescription according to the international nonproprietary name.

- ✓ Work on replacing the drug, in case of its absence or high price, with a synonymous (generic) one, which does not exclude additional consultation with a doctor.

- ✓ We recommend that you read the instructions before purchasing (some patients, after reading the instructions at home, refuse treatment and try to return the medicine to the pharmacy. The patient should be informed by the pharmacy employee about the impossibility of returning the medicine.

- ✓ Finding out correct understanding by the patient of the dosage regimen and doctor's prescriptions

- ✓ Information and consulting support on storing the drug at home.

Dispensing over-the-counter drugs (OTC drugs).

1. The pharmacist must remember that taking any drug is associated with risk. It is necessary to take into account the characteristics of the patient seeking advice and try to find out the true motives for seeking help.

2. When providing information and consulting services, a pharmacist must be ready to defend his actions or justify them if it was necessary to act in one way or another in the interests of the patient.

3. If, when dispensing a prescription drug, the patient, as a rule, already has information received from the doctor about the diagnosis and the reason for prescribing the drug, about its correct use, then in the case of dispensing the drug without a doctor's prescription, the pharmacy employee is entirely responsible for informing the patient.

Professional functions of a pharmacist when advising patients when dispensing **over-the-counter drugs:**

- ✓ We strongly advise you to consult a doctor (taking medication can mask a serious pathology).

- ✓ A warning not to use medications based on the advice of non-specialists and advertising in the media ("what helped your loved ones or friends will not necessarily help you").

- ✓ Advice not to purchase medication unless there is an obvious need (pharmacists are well aware of non-drug treatment methods).

- ✓ Integrating information related to medications with information about the patient himself (for example, the presence of bad habits - smoking, alcohol abuse, concomitant chronic diseases).

- ✓ Providing comprehensive information in accordance with the instructions for medical use.

Pharmaceutical care ("patient-centered" pharmaceutical practice) has become a key part of pharmaceutical practice. Pharmaceutical care began to be viewed as a continuation of medical care and a departure from the established practice, when the pharmacist only dispensed medications prescribed by a doctor, formally monitored the compliance of prescriptions with accepted regulatory requirements and gave the patient standard recommendations.

In the traditional physician-pharmacist relationship, responsibility for the outcome of pharmacotherapy rests with the physician. As part of the provision of pharmaceutical care, the pharmacist assumes a moral obligation for the well-being of the patient and shares responsibility with the physician for the outcome of treatment. The pharmacist actively intervenes in the process of pharmacotherapy, his actions are aimed at the rational use of drugs, increasing its effectiveness, and improving the economic indicators of treatment. At the same time, the main responsibility of the pharmacist lies in the area of ensuring the safety of drug therapy.

Pharmaceutical assistance includes consulting on pharmacotherapy issues for patients and medical professionals, providing the most complete information about medications, participation in individual selection of drugs, doses and courses of treatment for specific patients (consultations and recommendations to doctors), developing patient adherence (compliance) to prescribed treatment, monitoring the patient's condition during pharmacotherapy, determination of contraindications, identification, prevention and correction of side effects. The pharmacist acts within the scope of his competence in close collaboration with doctors and other healthcare professionals. He also interacts directly with the patient.

A pharmacotherapy plan developed jointly with the patient promotes the patient's responsible attitude towards its implementation and increases the effectiveness and safety of treatment. The patient's adherence to the prescribed pharmacotherapy is of fundamental importance in the case of the use of antimicrobial agents, antitumor chemotherapy, long-term treatment of chronic diseases, etc.

Providing pharmaceutical care requires the pharmacist to have modern competencies in the field of clinical pharmacy, which currently occupies a central place in the training of pharmacy specialists throughout the world. Clinical pharmacy requires not only deep knowledge in the field of pharmacology and pharmacotherapy, evidence-based medicine and pharmacoconomics, but also knowledge of the basics of the etiology and pathogenesis of various diseases. This knowledge is especially important for clinical pharmacists who work in hospitals and emergency departments and are equal members of medical teams involved in the selection of pharmacotherapy, its monitoring, and dosage adjustment.

Despite the fact that pharmaceutical care is associated primarily with the activities of clinical pharmacists, it is also becoming increasingly widespread in outpatient practice, since it allows the patient to be in contact and under the supervision of a specialist outside the walls of the medical institution, and ensures continuity and continuity of treatment after the patient is discharged from the hospital .

In addition to medicines, pharmaceutical care also covers the use of medical devices. In a broad sense, the concept of pharmaceutical care also extends to counseling the population on issues of self-medication and the use of over-the-counter drugs, as well as consultations on disease prevention, health promotion and a healthy lifestyle.

An important function of pharmacists, directly related to the provision of pharmaceutical care to individual patients, is the collection of information about the side effects of drugs as part of the national pharmacovigilance system.

Pharmacy workers are easily accessible and are perceived by the population as experts in the treatment of various diseases and the use of medications, as a trusted source of information and practical advice. Studies summarizing the results of the introduction of pharmaceutical care into inpatient and outpatient practice in a number of developed countries indicate its contribution to reducing the number of side effects when using drugs, improving the quality of life of patients, reducing morbidity and mortality. Promoting the concept of pharmaceutical care also produces positive economic results, in particular, this is due to increased efficiency of spending on drug therapy, as well as a more rational use of human resources in the health care system (by transferring a number of competencies from doctors to pharmacists).

The following are definitions of pharmaceutical practice, pharmaceutical care, pharmaceutical services:

Pharmaceutical practice is the activity of pharmaceutical workers aimed at providing the healthcare system and the population with pharmaceutical products, pharmaceutical services and pharmaceutical assistance.

Pharmaceutical care is the responsible provision of drug therapy, based on the collaboration of pharmacists with other representatives of the healthcare system and patients, with the goal of achieving specific results that lead to increased effectiveness and safety of pharmacotherapy, improve or maintain the quality of life of patients, prevent, identify and address issues related to health and medication use.

Pharmaceutical services (pharmaceutical services) - the entire list of services provided by specialists with pharmaceutical education, aimed at supporting the provision of pharmaceutical care; include services for the provision of pharmaceutical products, information services and communications aimed at improving public health, and counseling on the use of medications.

Test control for lesson No. 13

1. List the main subjects of choice of prescription drugs .
 - A. Patients .
 - B. Medical representatives.
 - C. Pharmacists .
 - D. Doctors .
 - E. Manufacturing companies.
 - F. Regulatory and funding bodies

2. What tools do you know for marketing influence on subjects choosing prescription drugs:
 - A. medical representatives ,
 - B. advertising,
 - C. opinion leaders ,
 - D. merchandising ,
 - E. clinical researches .

3. List the main factors influencing a doctor's choice of a prescription drug:
 - A. personal and basic professional characteristics,
 - B. information and advertising,
 - C. attitude towards a specific drug,
 - D. direct involvement of the doctor,
 - E. external restrictions.

4. Which The role of the pharmacist in choosing a prescription drug?
 - A. formation of assortment;
 - B. generic replacement of medicines not on sale ;
 - C. direct marketing;
 - D. consulting and information activities .

5. Continue the definition of pharmaceutical care -...
 - A. responsible provision of drug therapy, based on the collaboration of pharmacists with other representatives of the health care system and patients, with the goal of achieving specific results that lead to increased effectiveness and safety of pharmacotherapy, improve or maintain the quality of life of patients, prevent, identify and solve health problems and use of medications.
 - B. activities of pharmaceutical workers aimed at providing the healthcare system and the population with pharmaceutical products, facilitating the search for necessary goods, their choice by the buyer and increasing the attractiveness of the pharmacy organization,
 - C. a set of measures to promote a product that leads to an increase in the effectiveness and safety of pharmacotherapy, improves or maintains the quality of life of patients, prevents, identifies and solves health problems.

6. Professional functions of a pharmacist when consulting a patient when dispensing over-the-counter drugs :

- A. urgent advice to consult a doctor
- B. warning not to use medications, relying not on the advice of specialists, but on advertising in the media
- C. the demand generator is an intermediate consumer – a doctor
- D. advice to refuse to purchase medicine unless there is an obvious need for it
- E. integration of drug-related information with patient information
- F. Providing comprehensive information in accordance with the instructions for medical use

7 . Professional functions of a pharmacist when advising a patient when dispensing prescription drugs :

- A. use the optimality rule.
- B. preventing the possibility of using 2 or more drugs of the same composition simultaneously .
- C. work on replacing the drug, in case of its absence, high price, with a synonymous (generic) one .
- D. determining whether the patient correctly understands the dosage regimen and doctor's prescriptions.
- E. information and consulting support on storing medicines at home.

8. Reasons for making a decision to transfer a medicinal product from the prescription category to the over-the-counter category by a pharmaceutical company:

- A. growth of self-medication (over-the-counter drug use),
- B. influence the introduction of new drugs,
- C. creation of a universally significant brand with the resulting advantage (possible only in the OTC market),
- D. high advertising potential of medicines,
- E. the original drug loses market share (non-profitable) when generic drugs enter the market on a massive scale.

9. Problems arising when a pharmaceutical company decides to transfer a medicinal product from the Rx market to the OTC market :

- A. influence the introduction of new drugs;
- B. medical difficulties in using the drug over-the-counter;
- C. lack of experience in the OTC market;
- D. displacement of its prescription prototype by an over-the-counter drug;
- E. loss of the regime for prescribing a drug under preferential prescriptions;
- F. small market size.

10. Indicate options for using advertising as a tool for promoting prescription drugs for specialists:

- A. advertisements in professional print media;
- B. interior advertising (posters and other design elements for office premises of a medical and pharmacy organization);
- C. consumer corner of a pharmacy organization;
- D. reminiscent advertising on souvenirs;
- E. branded publications (product brochures, booklets) for medical professionals.
- F. trading floor, cash register area of a pharmacy organization.