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**ФАРМАЦЕВТИЧНА ОСВІТА,
НАУКА ТА ПРАКТИКА:
СТАН, ПРОБЛЕМИ,
ПЕРСПЕКТИВИ РОЗВИТКУ**

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ІМЕНІ О. О. БОГОМОЛЬЦЯ
ФАРМАЦЕВТИЧНИЙ ФАКУЛЬТЕТ

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the atmosphere of support and openness, pharmacists are not afraid to express different ideas and make mistakes and inaccuracies.

Conclusions. Implementing the concept of life-long learning for pharmacists creates conditions for using new and innovative approaches to provide opportunities for continuous professional development. One of these approaches is inclusive leadership. The model of inclusive leadership aims to form an inclusive environment that promotes higher engagement of pharmacists in the educational process, increasing their motivation and confidence in their capabilities, creating a comfortable psychological climate, etc. Using an inclusive leadership model significantly increases the competitiveness of providers of educational services for pharmacists, builds loyalty, and contributes to creating a sustainable and successful brand.

OPTIMIZATION MODEL OF PHARMACEUTICAL ASSISTANCE FOR PATIENTS WITH VARICOSE VEINS OF THE LOWER EXTREMITIES

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Introduction. Varicose veins of the lower extremities are currently one of the most common diseases of peripheral vessels. Varicose veins have been diagnosed in more than 8 million people, 15 % of whom have trophic disorders. Varicose veins of the lower extremities contribute to the development of chronic venous insufficiency. Large costs for the treatment of severe forms, as well as trophic ulcers, confirm that the problem of treating varicose veins in the early stages is urgent. In developed countries, the costs of treating only venous trophic ulcers amount to 1-3 % of the total health care budget. The prevalence and social significance of varicose veins and its complications determines the need to find not only effective ways of treatment, but also prevention, correction of the lifestyle of patients, as well as determining the place and role of pharmaceutical specialists in this, identifying possible ways to optimize pharmaceutical care for such patients.

The lack of comprehensive research in the field of pharmaceutical care organization for the specified category of patients is an obvious relevance, theoretical and practical significance of this dissertation research, which led to the choice of its topic, determined the goal and task.

The purpose of the study. Scientifically substantiate and develop organizational and methodological support for optimizing pharmaceutical care for patients with varicose veins of the lower extremities (without ulcers and inflammation).

Research methods. The methodology was based on general scientific (theoretical, empirical, information search method), interdisciplinary (system approach, sociological method, method of economic statistics) and special (pharmaco-economic analysis, marketing analysis) research methods. The research results were processed using Microsoft Office Excel. The objects of the research were the regulatory and legal

framework for the organization of pharmaceutical care for patients; 220 medical histories of patients who were hospitalized; State register of medicinal products for 2019-2023; price lists and statistical data of wholesale and retail trade organizations; 55 questionnaires of medical specialists who provide direct medical assistance to patients; 640 questionnaires of pharmaceutical specialists; 650 questionnaires of patients diagnosed with varicose veins of the lower extremities (without ulcers and inflammation), 646 questionnaires of pharmacy visitors.

Results. First, an assessment was made of the financial burden of treating patients (without ulcers and inflammation), which is borne by the state and the patient himself. An analysis of the medical histories of patients with a diagnosis of varicose veins without ulcers and inflammation, who were treated in a hospital for three years, was carried out. The assessment of financial costs included the determination of direct and indirect costs. The calculation of total costs includes: costs for medical services (analyses, diagnostic procedures), as well as for the patients themselves, costs for drugs prescribed in the pre- and postoperative periods, as well as costs for patients after discharge. Next, an analysis of the actual drug therapy in the hospital was carried out, using frequency analysis. As a result of statistical processing, a list of the main uses of medicines prescribed to patients was compiled.

On the basis of the compiled list of drugs for the main consumption of the hospital, the average cost of 1 day and the course of treatment with drugs in the hospital was further determined.

It is obvious that the process of increasing the level of compliance of patients to therapy (both for those who have undergone surgery and for those who have not yet been hospitalized) is important and economically justified. Considering the fact that over-the-counter drugs are available, the need to include pharmaceutical specialists in this process is also objectively important. Therefore, further in our work, we studied the system of providing pharmaceutical care to patients with varicose veins of the lower extremities in pharmaceutical organizations using a marketing approach: a marketing analysis of the market of drugs used in the treatment and prevention of this disease was conducted.

Conclusion. On the basis of the obtained results, organizational and methodical proposals for improving pharmaceutical care for patients were developed within the framework of the conducted complex of studies.

PROSPECTS OF CONTINUING PROFESSIONAL DEVELOPMENT FOR PHARMACEUTICAL PROFESSIONALS ON THE ISSUES OF PHARMACEUTICAL CARE IN THE FIELD OF MENTAL HEALTH

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Introduction. Continuing professional development (CPD) is a necessary component of the professional activity of the pharmaceutical sector professionals.