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ANALYSIS OF INFORMATION SUPPORT OF PHARMACIES IN UKRAINE

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Abstract: The relevance of analyzing the information support of pharmacies in Ukraine lies in the need to ensure the efficient and uninterrupted functioning of the pharmacy system. Information technologies help to improve the accounting of medicines, ensuring the accuracy and speed of inventory management. They also help to improve patient care by providing accurate and up-to-date data on the availability of medicines, their cost and analogues. In addition, information support helps to ensure compliance with legal requirements and control the circulation of medicines, which is an important aspect in the healthcare sector.

The analysis of information support of pharmacies in Ukraine is key to ensuring high quality of pharmaceutical care. Ensuring access to up-to-date information on medicinal products, their properties and interactions is an important step in providing proper medical advice. In addition, it is important to take into account the continuous professional development of pharmacy staff in order to maintain a high standard of qualification. Continuous training allows you to adapt to new trends in the field of pharmacy, use new methods of treatment and effectively interact with patients. The introduction of modern technologies in the management of pharmacies and the processing of large amounts of data can facilitate the processes of

keeping records of medicines, monitoring expiration dates and ensuring proper storage of medicines.

Thus, taking these aspects into account helps to improve the efficiency and quality of pharmaceutical care, which affects the overall level of public health.

Keywords: information support, pharmacy, scientific publications, journals, publications, continuing professional development of pharmacists, pharmaceutical activities

Pharmacies in Ukraine are an important element of the healthcare system, providing the population with access to essential medical goods and services. They play a key role in the provision of medicines, pharmacist consultations, prescription drugs and emergency medical services. Pharmacies contribute to disease prevention by disseminating information about vaccinations and the importance of a healthy lifestyle. The location of pharmacies in different districts ensures equal access to medical products. The participation of pharmacies in state welfare programs and their role in social security is also important. Pharmacies contribute to the country's economy by creating jobs and promoting the development of the pharmaceutical industry. With the introduction of innovations and technologies, pharmacies are becoming more convenient for customers by providing online orders and using modern inventory management systems. The educational and preventive work of pharmacy employees helps to improve the health literacy of the population. In general, pharmacies fulfill not only a commercial but also a social mission, helping to maintain and improve public health [1, p. 8].

The pharmaceutical industry in Ukraine is subject to legislative and regulatory requirements governing the manufacture, registration, distribution and use of medicinal products. The State Service of Ukraine on Medicines and Drugs Control is responsible for monitoring and controlling the quality of medicines. An important part of the system is also the healthcare reform, which is aimed at improving the accessibility and quality of medical services for citizens. The Ukrainian pharmaceutical industry is recognized by the government as a strategically important

sector of the economy. This decision is based not only on economic aspects but also on the impact on national and defense security. Pharmaceutical activities include the production of medicines and medical devices. It also includes wholesale and retail trade, as well as specialized storage and distribution of these goods through pharmacy warehouses and pharmacies. The study of information support of pharmacies in Ukraine includes a thorough review of various aspects that determine the efficiency and quality of medical care in this industry [2, p. 5].

This includes consideration of pharmacy management information systems, methods of electronic medical information exchange, use of online services and electronic prescription registers. It is also important to examine the cybersecurity measures used to protect confidential information, especially when conducting online sales of drugs.

It has been established that pharmaceutical education and activities play a key role in the implementation and maintenance of a high level of International Standards of Pharmaceutical Education. The main mission of these standards is to improve the quality of health care, ensure a high level of competence of pharmacy professionals and ensure their readiness to meet modern challenges in the field of medicine and pharmacy. Pharmaceutical education is determined by the priority of International Standards that define the requirements for curricula, teaching methods and student assessment. The integration of these standards into university programs contributes to the formation of highly educated pharmacists who are ready to implement modern methods and innovations in practice [3, p. 1-8]. Pharmaceutical professionals trained in accordance with International Standards have excellent knowledge and skills that contribute to improving the quality of pharmaceutical care. Their activities are focused on ensuring patient safety, optimal use of medicines and active participation in the health care team. This approach to pharmacy education and practice contributes to the creation of a system that meets the needs of the modern healthcare sector and promotes the achievement of higher standards in the provision of pharmaceutical care [4, p. 12].

The state of continuous professional development of pharmacy employees,

which is an important element in ensuring high-quality and efficient pharmaceutical activities, is investigated. The relevance of knowledge and skills is one of the critical criteria. Professional development should be aimed at mastering the latest technologies, diagnostic and treatment methods, as well as changes in legislation. The ability to apply and adapt the acquired knowledge to practical work in a pharmacy is also an important indicator. Employees must be able to effectively implement innovations and optimize processes in the pharmacy environment. The evaluation system should take into account the individual needs and interests of employees, contributing to the development of their professional potential. It is also important to encourage participation in specialized trainings, seminars and conferences to share experience and knowledge.

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