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The Purpose of Teaching the Basic Features of Pharmaceutical Information to Students of Medical Universities

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Annotation: In addition to the skills of quick search of pharmaceutical information, the ability to analyze, summarize and present information to patients and other health care professionals is of great importance for a pharmacist. Practical work allows you to bring theory as close as possible to the practice of pharmaceutical activities. This article discusses the importance of obtaining, processing and using pharmaceutical information and teaching students of medical universities the main features of pharmaceutical information

The information is covered and this helps students gain in-depth practical skills.

Keywords: Pharmaceutical information, medicine, student, medicinal substances, prescription, information feature.

Introduction: Currently, providing information about medicines to the state and medical specialists is the direct responsibility of the pharmacy specialist, enshrined in a number of legal and regulatory documents, since the effectiveness of pharmacotherapy largely depends on it. In turn, the completeness, accuracy and sufficiency of information about medicines provided to consumers characterize the quality of information and advisory services and, ultimately, the quality of the work of the pharmacy organization. Since information in the field of drug metabolism is constantly updated, training in various methods of effective information acquisition and critical interpretation is becoming a new scientific direction in education. When teaching students of medical universities the main features of pharmaceutical information, the main questions for theoretical study are grouped by topic, and a list of recommended literature is given to prepare for lessons.

In general, we know that information (from Latin "informatio" - explanation, presentation) originally meant information transmitted by people orally, in writing or in other ways, using conditional signals, technical means, etc.

Since the middle of the 20th century, information has become a general scientific concept, encompassing the exchange of information between people and the environment. The following types of information are in greatest demand:

- ✓ conjuncture (economic situation);
- ✓ commercial (information about demand, supply);
- ✓ foreign economic activity (export, import, prices);
- ✓ social (level of professional training).

Discussion: Let's take a closer look at the concept of pharmaceutical information. Pharmaceutical data refers to data describing the pharmaceutical and medical aspects of drug circulation. It is a collection of data circulating in the pharmaceutical industry, describing the pharmacological, chemical, pharmacoeconomic and other properties of drugs, the processes of drug production, distribution and release, information flow management processes, financial processes and It includes information, starting from information on resources and ending with information on the process of providing the population with medicines. It is prepared in an economic and information plan, in which various management systems are mutually exchanged.

Let's explain the types of pharmaceutical information. Pharmaceutical information is usually divided into the following main features:

1. - Management functions;

2. - surface area (surface level).

According to management functions, pharmaceutical information is divided into:

A. normative reference;

B. planning and accounting;

B. reports and statistical data.

Regulatory and reference data contain various information and regulatory data related to the development, production, analysis and distribution of medicines. This is the most extensive and diverse type of data. Up to 50-60% of the total volume of regulatory data describes information: formulas for the rational use of medicines, standards for the production and quality control of medicines, cost standards (prices, tariffs), reference data on pharmaceutical information and information about suppliers and consumers of pharmaceutical products, etc.

Planning and accounting (directive) data includes directive values of business planning indicators planned and managed for a certain period (year, quarter, month, day) in the future. For example: production and sales of medicines in physical and monetary terms, planned demand for these products and profit from their sale, etc.

Accounting data reflects the actual value of the indicators planned for a certain time. Based on this information, the scheduled data can be adjusted. Accounting information is natural (operational) accounting, accounting, financial accounting information. For example, accounting data: the number of drug requests received by the information desk during the day (operational accounting), employee wages (accounting), actual costs (accounting and financial accounting).

The report and statistical data reflect the actual activity results of the pharmacy organization . This is necessary for management and senior management. An example of this type of information may be the information submitted to the State Statistics Committee, information on the number of preferential prescriptions issued by the pharmacy per year, etc.

The classification of pharmaceutical data by levels of management includes the point of origin input and output data. Input data is data received from the outside by the enterprise (structural unit) and used as basic information for the implementation of its functions. Output data is calculated data coming from one control system to another.

The same information can be input for one component unit, as its consumer, and output for the unit that produces it. In this case, the form of presentation of pharmaceutical information can be alphabetic (text) - in the form of alphabet, numerical and special character sets, and graphic - in the form of graphs, diagrams, drawings. Physical media can be paper, magneto-optical products and mechanisms, an image on a monitor screen, etc.

Pharmaceutical information is characterized by the following indicators: quantity, convenience, accuracy, efficiency, reliability, sufficiency and depth. The amount of information is understood as the amount of information expressed in any indicator, for example, bytes, kilobytes, megabytes. The amount of information is currently one of the most relevant characteristics of information. The amount of information is a relative quantity. In any case, the amount of information depends on its availability.

Information availability is understood as a real opportunity for a particular specialist or patient to obtain information on a problem of interest from all known sources in the world. Access is determined by the financial capabilities of the organization where the specialist works, as well as the level of preparation of the specialist himself to obtain this information. Databases contain a lot of information from pharmaceutical journals.

The accuracy of information data is understood as their correspondence or closest approximation to the facts of pharmaceutical practice. An important characteristic of information is its timeliness. In modern conditions, the life cycle of information is usually 3-5 years. This means that the information published today is updated and revised every 3-5 years.

Conclusion: Thus, the relevance of information for necessary calculations and decision-making in the context of changing performance is reflected. Reliability-determines the acceptable level of incoming and outgoing data corruption that maintains system efficiency. Sufficiency defines the amount of information needed to satisfy the consumer's information needs . Depth determines the level of complexity of information retrieval.

The main consumers of pharmaceutical information:

- ✓ pharmaceutical employees;
- ✓ doctors;
- ✓ other medical professionals; healthcare managers; executive and legislative bodies;
- ✓ patients (population).

Pharmaceutical Information Sources:

- ✓ medical journals, references, textbooks; leaflet inserts;
- ✓ libraries;
- ✓ pharmaceutical manufacturing companies;
- ✓ training courses;
- ✓ drug information centers;
- ✓ electronic directories and Internet resources;
- ✓ colleagues;
- ✓ Mass media (television and radio programs on medical topics);
- ✓ professional information from pharmaceutical associations and scientific societies;

- ✓ conferences and others.

There are also primary, secondary and tertiary sources of information.

Conclusion: It should be remembered that among the consumers of information about medicines there may be people who are prone to systematic and unjustified use of medicines, sometimes of many pharmacological groups (sleeping pills, sedatives, analgesics, enzyme preparations) without a doctor's prescription. Information for the patient should draw his attention to the procedure and rules for taking the drug, in some cases recommending a certain diet, work or rest regimen.

Information consumers can be grouped based on three characteristics:

- ✓ professional affiliation;
- ✓ official position;
- ✓ personal characteristics.

Direct and indirect methods are used to study information needs. Includes referral questionnaires and interviews. Indirect documents include the study of various documents, the special analysis of which allows to determine the real information needs of specialists.

The quality and timeliness of medical and pharmaceutical care for the population of the country largely depend on the qualifications and level of training of specialists, including knowledge of modern computer technologies and the ability to use them. That is why teaching students of medical universities the basic features of pharmaceutical knowledge is of great importance and plays a special role in the training of specialists in this field. In recent years, computer technologies in general and pharmaceuticals in particular have been improving, as a result of which software not only allows you to perform various operations, but also, thanks to artificial intelligence, analyzes the current situation in detail in order to quickly respond to the dynamically changing pharmaceutical market. Today, it is impossible to imagine the life of a modern person and society as a whole without medicines. The constant availability of certain medicines is a key element of the national security system. Since the pharmaceutical industry is considered one of the main branches of the national industry, its impact directly or indirectly affects all spheres of modern society and state life.

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