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MODERN INFORMATION TECHNOLOGIES IN THE PROFESSIONAL ACTIVITY OF A PHARMACISTS

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Abstract: *The article examines the modern information technologies in the professional activity of a pharmacist and the main information flows during pharmaceutical assistance to the population*
Key words: information technologies; pharmacist; information flows; pharmacy

Modern information technologies (IT) play an increasingly important role in the professional activity of a pharmacist. Their use allows: quickly and accurately find information about medicines, their pharmacological properties, indications and contraindications; get access to current scientific data and research; automate routine tasks, such as keeping records of medicines, writing prescriptions, monitoring expiration dates; carry out pharmaceutical care of patients, advise them on taking medicines; automate the process of ordering and delivering medicines; keep warehouse records; analyze sales data; conduct marketing campaigns; take online courses and trainings; participate in webinars and conferences; gain access to professional communities.

The goal is to analyze the modern information technologies in the professional activity of a pharmacists.

Methods and materials. In the process of work, we used the following research methods: descriptive, generalization, content analysis.

The most common IT used by pharmacists are: pharmacy information systems, drug directories, decision support systems, websites of pharmaceutical companies and organizations; scientific databases; forums and blogs for pharmacists; drug directories; dosage calculators; medication reminder.

It is important that pharmacists have the knowledge and skills to use modern IT. This will allow them to provide high-quality and safe pharmaceutical care to patients, as well as to optimize the work of the pharmacy.

Pharmacists can use IT to automate routine tasks; newsletter subscriptions and updates from pharmaceutical companies and organizations; participate in webinars and conferences to learn about new IT in pharmacy; use mobile apps to access drug information and other resources.

Modern IT is a powerful tool that can help pharmacists in their work. The use of IT will allow them to provide high-quality and safe pharmaceutical care to patients, as well as to optimize the work of the pharmacy.

Modern information technologies significantly transform the professional activity of a pharmacist, contributing to the improvement of patient care, optimization of work processes and ensuring a high level of safety and efficiency. The main areas of use of information technologies in the pharmaceutical field include:

- The implementation of electronic record management systems allows pharmacists to conveniently keep records, store medical histories and easily track patient information.
- The use of electronic prescriptions simplifies the process of writing and processing prescriptions, reduces the likelihood of errors and improves interaction with other healthcare professionals.
- The use of automated inventory control systems helps pharmacists track the movement of drugs, effectively manage stocks, and ensure the availability of the right drugs.
- Using software systems to analyze medical data and interact with databases helps pharmacists make informed decisions about prescribing and supporting patients.
- The use of mobile applications allows pharmacists and patients to track medication, receive dosage recommendations and interact with their medical data.
- The use of telemedicine allows pharmacists to conduct online consultations with patients, answer their questions and provide informational support.

- The use of Internet resources, electronic textbooks and educational platforms allows pharmacists to keep abreast of the latest trends in the field of pharmacy.
- The use of encryption systems and other technologies ensures the confidentiality of patients' medical information and eliminates the risks of data security breaches [1; 2].

The main information flows during pharmaceutical assistance to the population:

1. Information from the patient: complaints and symptoms (what the patient describes about his well-being; medical history (information about past and current diseases, allergies, medication, vaccinations, etc.); physical examination (examination of the patient by a pharmacist to assess his condition).

2. Information from the pharmacist: he analyzes the information from the patient to determine the possible cause of his problems; the pharmacist determines, depending on the situation, whether it is possible to self-medicate or needs to be referred to a doctor; the pharmacist recommends appropriate medications, dosages, and regimens and provides the patient with information about medications, their side effects, interactions with other medications, and possible alternatives.

3. External sources of information: newsletters that pharmacists can use to obtain updated information about drugs and their use; pharmaceutical practice guidelines to help pharmacists make decisions; consultations with doctors for additional information on complex cases.

4. Modern technologies allow efficient processing of electronic prescriptions and automation of the drug ordering process. This facilitates fast and accurate patient service. Drug inventory monitoring and management includes the use of technology to prevent wastage and ensure adequate drug availability.

5. Feedback: the pharmacist can monitor the results of the patient's treatment to ensure that it is effective; providing feedback: The patient can provide the pharmacist with feedback about his treatment experience [3].

Effective communication between patient and pharmacist is key to providing quality pharmaceutical care. Clear and understandable information sharing can help prevent errors and improve treatment outcomes. Using external sources of information can help pharmacists stay abreast of the latest research and recommendations. Feedback from patients can help pharmacists improve the quality of their services.

An example of information flows is the following situation. A patient comes to the pharmacy with a cough. The pharmacist interviews the patient about his symptoms, medical history, and medication intake. The pharmacist explains that the diagnosis is acute bronchitis. The pharmacist dispenses cough medicine to the patient and provides information on how to take the medicine correctly. The patient returns to the pharmacy one week later to report that his cough has improved.

Information flows are an integral part of pharmaceutical assistance to the population. Effective communication between the patient and the pharmacist, as well as the use of external sources of information, can help improve the quality of pharmaceutical care.

Thus, modern information technologies significantly facilitate the work processes of pharmacists, make their activities more efficient and contribute to ensuring a high standard of patient care.

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