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THEORETICAL SUBSTANTIATION OF THE NECESSITY TO IMPLEMENT SOCIAL CERTIFICATION OF PHARMACY INSTITUTIONS

The article deals with the basic theory of implementing the innovative method to augment efficiency of the system of social protection of professional pharmacists (SPPP) owing to implementation of the social certification procedure. The role and essence of the social certificate of the pharmacy institution and its relevance and necessity as the core component to build up the technique of the social development of the pharmacy institution are reviewed in this article.

Aim. To substantiate the necessity to implement the social certification of pharmacy institutions and specification of major scientific provisions as for implementation thereof in the pharmacy sector of the health care industry.

Materials and methods. The general scientific and applied scientific research methods, including: formal-logical one, method of systemic analysis, analogy and comparative method, analysis of documents and outcome of social studies comprise the methodical basis of this research.

Results. Implementation of the technology of the social certification of the pharmacy institution will ensure a systemic approach for deployment of the set of social services of professional pharmacists (PP). The proposed structure of the social certification of the pharmacy institution has a universal nature and can be used in pharmacy institutions of diverse ownership forms.

Conclusions. Social certificate of the pharmacy institution will enhance the efficiency of the social sphere control and interaction between the administration of the pharmacy institution and PP.

Key words: pharmacy institution; social protection of professional pharmacists; social certification; social sphere

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ТЕОРЕТИЧНЕ ОБҐРУНТУВАННЯ НЕОБХІДНОСТІ ЗАПРОВАДЖЕННЯ СОЦІАЛЬНОЇ ПАСПОРТИЗАЦІЇ АПТЕЧНИХ ЗАКЛАДІВ

У статті розглядаються теоретичні основи впровадження інноваційного засобу підвищення ефективності системи соціального захисту спеціалістів фармації (СЗСФ) завдяки введенню процедури соціальної паспортизації. Також розглядаються роль і значення соціального паспорта аптечного закладу та його актуальність і необхідність в якості основного інструменту побудови методики соціального розвитку аптечного закладу.

Мета роботи – обґрунтування необхідності запровадження соціальної паспортизації аптечних закладів та визначення основних наукових положень щодо її реалізації в фармацевтичному секторі галузі охорони здоров'я.

Матеріали та методи. Методичною основою даного дослідження є загальнонаукові та прикладні наукові методи дослідження, зокрема формально-логічний, метод системного аналізу, аналогії і порівняльний методи, аналіз документів і результатів соціологічних досліджень.

Результати. Впровадження технології соціальної паспортизації аптечного закладу забезпечить системний підхід до запровадження комплексу соціальних послуг спеціалістам фармації (СФ). Запропонована структура соціального паспорта аптечного закладу носить універсальний характер і може бути застосована в аптечних закладах різної форми власності.

Висновки. Соціальний паспорт аптечного закладу підвищить ефективність управління соціальною сферою та взаємодію керівництва аптечного закладу і СФ.

Ключові слова: аптечний заклад; соціальний захист спеціалістів фармації; соціальна паспортизація; соціальна сфера

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ТЕОРЕТИЧЕСКОЕ ОБОСНОВАНИЕ НЕОБХОДИМОСТИ ВВЕДЕНИЯ СОЦИАЛЬНОЙ ПАСПОРТИЗАЦИИ АПТЕЧНЫХ УЧРЕЖДЕНИЙ

В статье рассматриваются теоретические основы внедрения инновационного средства повышения эффективности системы социальной защиты специалистов фармации (СЗСФ) благодаря введению процедуры социальной паспортизации. Также рассматриваются роль и значение

социального паспорта аптечного учреждения, его актуальность и необходимость в качестве основного инструмента построения методик социального развития аптечного учреждения.

Цель работы – обоснование необходимости введения социальной паспортизации аптечных учреждений и определение основных научных положений по реализации в фармацевтическом секторе здравоохранения.

Материалы и методы. Методической основой данного исследования являются общенаучные и прикладные научные методы исследования, в том числе формально-логический, метод системного анализа, аналогии и сравнительный методы, анализ документов и результатов социологических исследований.

Результаты. Внедрение технологии социальной паспортизации аптечного заведения обеспечит системный подход к внедрению комплекса социальных услуг специалистам фармации (СФ). Предложенная структура социального паспорта аптечного учреждения имеет универсальный характер и может быть применена в аптечных учреждениях различных форм собственности.

Выводы. Социальный паспорт аптечного учреждения повысит эффективность управления социальной сферой и взаимодействия руководства аптечного учреждения и СФ.

Ключевые слова: аптечное учреждение; социальная защита специалистов фармации; социальная паспортизация; социальная сфера

STATEMENT OF THE PROBLEM

The present-day life stage of the social sphere of Ukraine is featured not only by active reforming, but also by implementation of the brand new forms for arranging the operations of the social sphere control authorities. Thus, the social certification of entities and companies of Ukraine, in particular of pharmacy institutions, is one of the top priorities.

Currently there are many parameters characterizing the social-economic development of both the pharmaceutical sector of the health care industry, as a whole, and separate pharmacy institutions, which fact, in its turn, precludes estimating the condition of the social sphere and the level of the social-economic development quickly and unambiguously. Thus, it is required to develop the system of generalizing parameters of the condition of the social sphere of the pharmaceutical sector in the health care industry, expression of which parameters in the social certificate of the pharmacy institution will make it possible to impartially evaluate, compare and analyze the SPPP level, to reveal basic trends and regularities as for the PP's social needs, to precisely designate the most dramatic problems of SPPP. All the above makes the social certification of pharmacy institutions acute and well timed.

Relevance of implementation of the social certification of the pharmacy institution is evidenced by the governmental reforms, specifically by the major regulations of the Order dated 30.03.2001 No.53 "On Effectuation of the Form: "Social Certificate of the Region, City, District", effectuated by the State Committee for Youth Policy, Sport and Tourism of Ukraine and the Ukrainian State Centre of Social Services for Youth, as amended and supplemented through the Order of the Ukrainian State Centre of Social Services for Youth dated 03.07.2001 No.66. It is intended to form the brand new strategy for social services and resolution of emerging social problems, in particular through implementation

of the unified standards for operations of social services [6, 7].

ANALYSIS OF RECENT RESEARCHES AND PUBLICATIONS

Examination of the current legislative and regulatory basis and scientific literature as regards the social certification has shown no such technology as social certification in operations of pharmacy institutions. Problems of social welfare and social protection of professional pharmacists have been studied in scientific papers of such scholars as A. A. Kotvitska, Z. M. Mnushko, M. S. Ponomarenko, O. V. Poylkinina, A. S. Nemchenko, V. M. Tolochko, etc., however the issues of creation and implementation of the "social certification of the pharmacy institution" are not given consideration in their studies. Therefore, one may conclude that it is quite a young trend in our country and it has promising prospects, and it will, while being implemented into practices of pharmacy institutions and social services, promote social protection of the employees in the pharmaceutical sector of the health care industry.

Based on the previously mentioned, the topic under study is acute and needs separate researches.

IDENTIFICATION OF ASPECTS OF THE PROBLEM UNSOLVED PREVIOUSLY

It should be noted that according to the effective law the social certificates should be implemented for all the entities and companies as the static document containing information as for the labour potential of the company (entity) in order to ensure the efficient social and legal protection of its employees.

OBJECTIVE STATEMENT OF THE ARTICLE

The article purports substantiation of the necessity to ensure social certification of pharmacy institutions and to specify the major scientific provi-

sions as regards the implementation thereof in the pharmaceutical sector of the health care industry.

The general scientific and applied scientific research methods, including: formal-logical one, method of systemic analysis, analogy and comparative method, analysis of documents and outcome of social studies comprise the methodical basis of this research.

PRESENTATION OF THE MAIN MATERIAL FOR THE RESEARCH

Essentially, social certification of the pharmacy institution is the process of creating the unified information resource that enables to enhance promptness of management of the social sphere at the micro-level: in the pharmacy institution; and at the macro-level: in the pharmaceutical sector of the health industry, as a whole.

So, one of the trends of the practical exercise of social management as the social technology in the course of the social-economic development of the pharmacy institution is the activity on creation of the social certificate.

Relevance of creation of the social certificate of the pharmacy institution is stipulated by:

- necessity to enhance the SPPP efficiency;
- importance of monitoring of social processes in the pharmaceutical sector of the health care industry;
- absence of efficient models of information and analytical support of the process to manage the social development of the pharmacy institution.

Following the examination of many sources of literature, it has been found out that the social certificate is a document incorporating a totality of parameters that show the condition and prospects of its social-economical development and characterizes:

- social structure of the labour team and relationships between the employees;
- work arrangements of the employees;
- peculiarities and specificity of operations of the entity (institution);
- social processes in the entity (institution) and trends to ensure social protection of the employees;
- interaction between the pharmacy institution and trade unions, and public organizations on matters of social protection [5-7, 9].

Based on the conducted studies, we have worked up an assembly of categories on this subject matter and proposed the definition of the “social certificate of the pharmacy institution” as below.

Social certificate of the pharmacy institution means the document containing information about the PP’s social-demographic features, status of compliance with the social guarantees and arrangement of SPPP, records showing social processes in the

pharmacy institution, as well as other information concerning the arrangement and exercise of SPPP.

Mission of the social certificate of the pharmacy institution lies in development of the action plan for the Social Matters Official (SMO) in practical exercise of the technology of social protection. The social certificate of the pharmacy institution ensures collection, registration, analysis and dissemination of legal, economic and social information, which is ultimately an information component upon development and making of managerial decisions concerning SPPP, both at the micro-level (pharmacy institution), and at macro-levels (governmental and industry-based) [8].

Implementation of the concept of social certification of pharmacy institutions will become a foundation for making meaningful and well-grounded solutions to improve the SPPP system. The above approach is essential under present-day situation of social-economic crisis and is stipulated by a number of reasons, in particular:

- modern dynamics of changing processes in the social sphere requires innovative model for evolving the pharmaceutical sector of the health care industry, which model can be represented by the social certificate of the pharmacy institution. It will also ensure continuous collection of data for monitoring the social sphere and social-economic development of the pharmaceutical sector of the health care industry;
- there is a necessity to form the system of well-grounded data as for the actual condition of the social sphere in the pharmaceutical sector of the health care industry, which system can be used while the social certification of pharmacy institutions and in order to generalize findings of monitoring of quality of the PP’s work and life, social-economic potential of pharmacy institutions, etc.;
- through use of monitoring of the social-economic potential of pharmacy institutions there will emerge an opportunity to make an impartial estimation of the existing status of the SPPP arrangement at various levels of management;
- analytical component of the social certificate of the pharmacy institution makes it possible to create a reliable impartial basis for developing the policy on social regulation to evolve the pharmacy institution and for specifying the priorities of such policy [1-3, 9].

Major objectives of development of the social certificate of the pharmacy institution include:

- 1) detection of critical points as for the SPPP’s condition in the pharmacy institutions;
- 2) detection of reserves to develop SPPP;
- 3) specification of the optimal forms and content of provision with SPPP.

Subject to the analysis of the existing approaches to the social certification, we have found out that

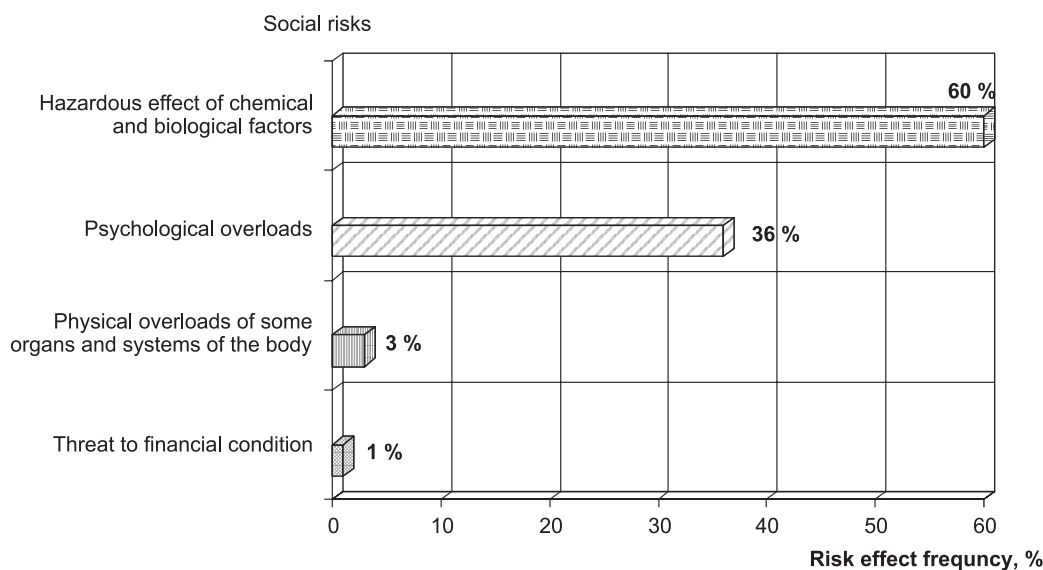


Fig. 1. Results of the expert estimation of the major risks inherent to activity of PP

the social certificate is a form to raise performance of the pharmacy institution's activity and makes it possible to retain the finance amounts in the social sphere, to have the most efficient distribution (re-distribution) of financial funds, etc. [10, 11].

In order to obtain more detailed information regarding the problems existing for PP in the social sphere, we have carried out examinations of the PP's labour activity in the pharmaceutical institutions of diverse ownership forms. The threats arising in the course of the PP's professional duties have been studied; the most significant of them have been singled out.

Following the PP surveys within the bounds of our researching (sampling made over 1000 respondents), PP have emphasized such most significant social risks as inherent to their professional activity as the significant effect of chemical and biological factors (60 %), psychological overloads (36 %) and others (Fig. 1).

Fig. 1 shows that a majority of the identified risks is formed at the level of the pharmacy institution. Thus, the problem of solving the same lies within the pharmacy institution's competence. Social certification of the pharmacy institution is focused on individualization of SPPP and will enable to trace all the needs of the labour team and to prevent them, whereby determination of the prospects of such innovation in the current context will be possible. The core of the social certificate of the pharmacy institution is the data containing information about the SPPP's condition.

In order to form the information basis for the social certificate and to implement it, the action plan as set out in Fig. 2 [3, 5, 9-11] is proposed.

As it can be seen in Fig. 2, the technology to introduce the social certificate of the pharmacy in-

stitution is comprised of six key procedures providing for an option to work backwards under the procedures in order to achieve the desired result.

Development and introduction of the concept of the social certification will make it possible to solve the task of the targeted interaction with PP and open the following opportunities:

- enhancement of openness, availability and reliability of information about SPPP;
- integration of information about the effective law on social matters in one place for PP;
- provision of the unified information vast and more efficient exchange of information between the pharmacy institution and all the social sphere's participants;
- creation of the unified register of PP and their needs in social protection;
- increase of activity with the institutions in the social sphere management on the basis of the feedback from PP.

Thus, the social certificate of the pharmacy institution that is presented by us as a universal sociological model provides for a multidimensionality in studying SPPP, which fact will make it possible to make the meaningful, functional, fairly grounded managerial decisions.

With the expects in the social work's area involved, we have developed the structure of social certificate of the pharmacy institution and grouped the social parameters of the pharmacy institution for creating the social certificate [6, 7, 11].

Based on the previously mentioned researches, we are proposing the general structure of the social certificate of pharmacy institutions (Fig. 3) [1-7].

As it can be seen in Fig. 3, the major units of the social certificate of the pharmacy institution depict its social segment, prospects for develop-

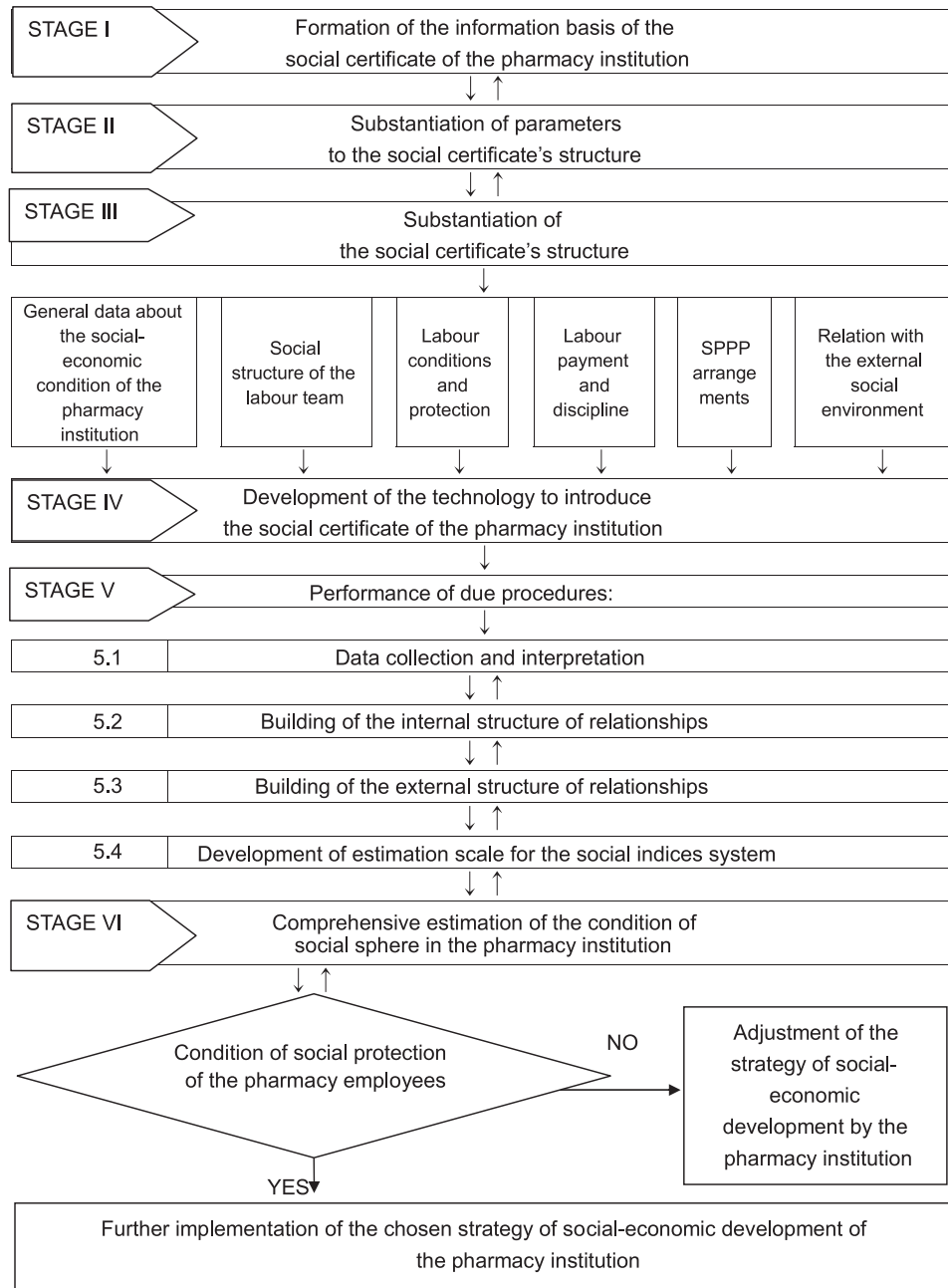


Fig. 2. Action plan on formation of the information base of the social certificate of the pharmacy institution and the implementation thereof

ment and structure of the SPPP system. They are peculiar for pharmacy institutions of diverse ownership forms and are easy to work with.

The most significant parameters of the social certificate outline:

- social-demographic structure of the labour team (Unit II);
- labour conditions and protection (Unit III) and general system of SPPP in the pharmacy institution (Unit V);
- relation with the external social environment (Unit VI).

Based on the above, the characteristics of the human resources policy, labour protection at the workplace, SPPP of the pharmacy institution are further formed.

Subject to the social certification of pharmacy institutions, there emerge an opportunity to compare the parameters of the social certificate with the rated figures of social parameters, to identify threats to the social-economic welfare of the pharmacy institution and to form the basis for development of the social strategy of the pharmaceutical sector of the health care industry, as a whole.

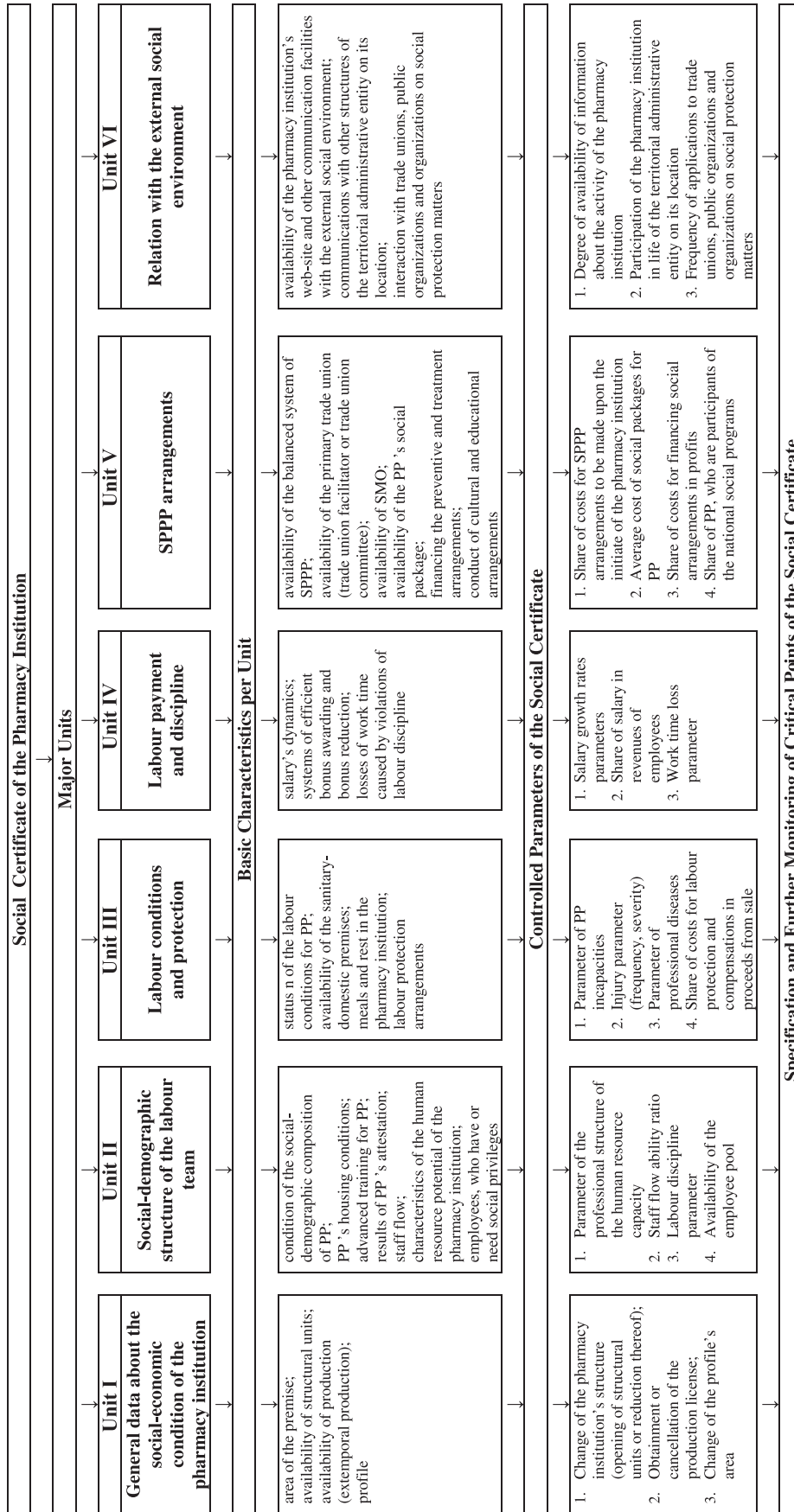


Fig. 3. The proposed structure of the social certificate of the pharmacy institution and major control points

CONCLUSIONS AND PROSPECTS FOR FURTHER RESEARCH

Arriving at a conclusion, one may note that the social certificate of the pharmacy institution is developed for increasing efficiency of the social sphere management and to improve interaction between the pharmacy institution's administration and PP. Efficient management of the social sphere of the pharmaceutical sector is one of the most difficult, but at the same time vital tasks. A wide list of processes occurring in the social environment requires that the management system of the social sphere in the pharmaceutical sector of the health care industry will make immediate response and have a well-grounded managerial strategy. Such strategy shall be elaborated based on the comprehensive information support for the process of managing the social sphere in the pharmaceutical sector of the health care industry. Finally, it will en-

able to ensure individualization of the social policy for the pharmaceutical sector of the health care industry.

The following items are also important for improving the SPPP system:

- creation of the legislative and regulatory documents as regards the social certificate of the pharmacy institution;
- conduct of the comparative analysis of monitoring of the findings of the pharmacy institution's social management for specifying the activity's social efficiency in the course of management.

Conflicts of Interest: authors have no conflict of interest to declare.

ABBREVIATIONS

SPPP, social protection of professional pharmacists; PP, professional pharmacists.

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