

**SOCIAL STATUS AND PRESTIGE OF A PHARMACEUTICAL WORKER IN  
MODERN SOCIETY**

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**Abstract:** The article presents our own research on the demand for pharmaceutical care, provides a classification of competencies, identifies signs of the social status of specialists and factors that shape the prestige of pharmaceutical workers.

**Keywords:** Competence, pharmaceutical care, treatment, social status.

**INTRODUCTION**

The quality of pharmaceutical care, as an element of healthcare and the social sphere in general, depends on many factors, the main one of which is the competence level of specialists. Pharmaceutical care as a system can be considered as a set of interacting successive qualified regulatory documents, including those establishing the right of persons to engage in pharmaceutical activities; a network of pharmaceutical organizations that fully implement the implementation of regulatory documents regulating pharmaceutical activities; regulatory and management bodies for pharmaceutical activities and state control (supervision) bodies for pharmaceutical activities. As follows from the structure of pharmaceutical care, its main function is pharmaceutical activity.

**MATERIALS AND METHODS**

Our long-term research among consumers of pharmaceutical goods and services using a survey method shows a stable need for pharmaceutical care. 430 patients took part in the survey in 2012, 610 in 2019 and 926 in 2022.

**RESULTS AND DISCUSSION**

TABLE 1.

Demand in pharmaceutical activities

Indicator/years	2012	2019	2022
Visit the pharmacy regularly (%)	30	77	81
Influences the choice of pharmacy:			
Location (%)	42	83	80
Goods and services (%)	39	61	73
Completeness and depth of assortment (%)	26	50	54
Use the services of only one pharmacy (%)	33	53	26

It should be noted that this demand is growing. The regularity of visiting pharmacies has more than doubled over 10 years. With the growth and development of the pharmaceutical market, consumers of pharmaceutical services have increased the need to choose a pharmacy taking into account the quality and range of goods and services; the rate of using the services of only one pharmacy has decreased, as the number of pharmacies has increased significantly. In general, the level of pharmaceutical care is constantly increasing under the influence of the state, economic, environmental and social factors. The development of this assistance is characterized by bifurcation processes [1] - upon reaching a certain point of development and the onset of an element of stagnation, the owners and managers of pharmaceutical organizations introduce new elements and technologies that make it possible to obtain a new vector for the development of

pharmaceutical assistance. In our opinion, the latter is possible with an objective attitude towards pharmaceutical specialists, as the main intellectual capital of pharmaceutical organizations. Why should organizations create conditions for self-organization of specialists, development of specialization and universalization of personnel, which is absent in a number of organizations. To an even lesser extent, conditions are created for the manifestation of creative abilities, entrepreneurial skills, or participation in the management of the organization. Motivational attitudes towards quantitative indicators of pharmaceutical care often develop to the detriment of the quality of pharmaceutical activities. In other words, pharmaceutical specialists are sometimes not given the opportunity to demonstrate their competencies, which they acquire in the process of training at the undergraduate and postgraduate level, and which, in our opinion, can be conditionally divided into 8 groups (Table 2).

TABLE 2.

Competencies of specialists

Special	Pharmacotherapeutic, medical, technical, economic characteristics of pharmaceutical goods and services
Managerial	Patterns and rules for the development of pharmaceutical business, team formation
Psychological	Psychology of communication with partners and consumers
Legal	Regulatory legal framework for pharmaceutical activities, responsibility
Intelligent	Analytical thinking, comprehensive performance of professional functions
Situational	Actions according to the situation
Polyprofessional	Diverse erudition, broad outlook
Extreme	Operational actions in extreme situations

In modern conditions, a pharmacist (pharmacist) is not only a competent specialist, a healthcare worker, a source of professional information, a means of ensuring quality and timely pharmaceutical care, but is also considered as a means of generating income and making a profit for an organization, a seller of goods and services, a performer. the will of the employer, an employee with a high degree of dependence on the employer.

## CONCLUSION

Of course, in the work of pharmaceutical organizations violations of pharmaceutical regulations are noted during inspections. The main reason here is that today the owners of a large share of pharmaceutical organizations are individuals or groups of individuals for whom economic benefit is paramount. And this is objective, because economic losses lead to economic collapse, and then to the destruction of business. But there is also indirect assistance from government bodies in this regard. Thus, violations of licensing requirements concerning specialists are classified as minor violations. And as a result, pharmaceutical positions are filled by people without pharmaceutical education.

## REFERENCES

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