

FORMATION OF PROFESSIONAL FLEXIBILITY AMONG PHARMACEUTICAL WORKERS TO INCREASE EFFECTIVENESS OF PROFESSIONAL INTERACTION

Zheltkevich OV¹ ✉, Lavrenteva LI¹, Drigo AE²

¹ Yaroslavl State Medical University, Yaroslavl, Russia

² Territorial body of Roszdravnadzor for the Kostroma region, Kostroma, Russia

The legislation of the Russian Federation in the area of regulation of a pharmaceutical activity has undergone changes aimed at provision of pharmacies with professionals having modern skills of effective professional interaction. Objective of the study was to examine the structure of professional flexibility and procedure of its formation. A sample consisting of 345 pharmaceutical workers including 283 chemists (82%) and 62 pharmacists (18%) was formed to implement the method of empirical research of professional flexibility. The method included diagnostic tools to examine the elements of professional flexibility. Pharmaceutical professionals who performed an effective professional interaction have a sufficient level of professional flexibility. The structure of professional flexibility was studied. It consists of cognitive, motivational value, socio-communicative, and reflective elements. The elements of professional flexibility were estimated using the diagnostic tools. The study results showed that it was necessary to form professional flexibility among pharmaceutical specialists. A set of academic disciplines embracing various levels of professional education was developed by us to reach the purpose. Depending on the level of professional education, the objective of disciplines and cycles was either to form the basis of professional flexibility, or shape its certain level.

Keywords: professional flexibility, professional interaction, pharmaceutical workers, cognitive element, motivational value element, socio-communicative element, reflective element, active learning methods

Author contribution: the contribution of all authors was equal: literature analysis, study planning, data collection, data analysis, data interpretation, preparation of a draft manuscript.

✉ **Correspondence should be addressed:** Olga V. Zheltkevich
ul. Mamontova, 8, pt. 34, Yaroslavl, 150002, Russia; neshina.yma@list.ru

Received: 23.10.2022 **Accepted:** 25.11.2022 **Published online:** 29.12.2022

DOI: 10.24075/medet.2022.060

ФОРМИРОВАНИЕ ПРОФЕССИОНАЛЬНОЙ ГИБКОСТИ ФАРМАЦЕВТИЧЕСКИХ РАБОТНИКОВ ДЛЯ ПОВЫШЕНИЯ ЭФФЕКТИВНОСТИ ПРОФЕССИОНАЛЬНОГО ВЗАИМОДЕЙСТВИЯ

О. В. Желткевич¹ ✉, Л. И. Лаврентьева¹, А. Е. Дриго²

¹ Ярославский государственный медицинский университет, Ярославль, Россия

² Территориальный орган Росздравнадзора по Костромской области, Кострома, Россия

В законодательстве РФ в области регулирования фармацевтической деятельности произошли изменения, направленные на обеспечение аптечных организаций специалистами, владеющими современными навыками эффективного профессионального взаимодействия. Целью исследования явилось изучение структуры профессиональной гибкости и процедуры ее формирования. Для реализации методики эмпирического исследования профессиональной гибкости нами была сформирована выборка, состоящая из 345 фармацевтических работников, в том числе 283 провизора (82%) и 62 фармацевта (18%). Методика включала диагностический инструментальный исследования элементов профессиональной гибкости. Фармацевтические специалисты, осуществляющие эффективное профессиональное взаимодействие, обладают достаточным уровнем профессиональной гибкости. Нами была изучена структура профессиональной гибкости. Она состоит из когнитивного, мотивационно-ценностного, социально-коммуникативного и рефлексивного элементов. С использованием диагностического инструментария оценили элементы профессиональной гибкости. Результаты исследований указали на необходимость формирования профессиональной гибкости у фармацевтических специалистов. С этой целью нами разработан комплекс учебных дисциплин, охватывающий различные уровни профессионального образования. В зависимости от уровня профессионального образования задачей дисциплин и циклов было либо заложить основы профессиональной гибкости, либо сформировать ее определенный уровень.

Ключевые слова: профессиональная гибкость, профессиональное взаимодействие, фармацевтические работники, когнитивный элемент, мотивационно-ценностный элемент, социально-коммуникативный элемент, рефлексивный элемент, активные методы обучения

Вклад авторов: вклад всех авторов был равнозначным: анализ литературы, планирование исследования, сбор данных, анализ данных, интерпретация данных, подготовка черновика рукописи и др.

✉ **Для корреспонденции:** Ольга Валерьевна Желткевич
ул. Мамонтова, д. 8, кв. 34, г. Ярославль, 150002, Россия; neshina.yma@list.ru

Статья поступила: 23.10.2022 **Статья принята к печати:** 25.11.2022 **Опубликована онлайн:** 29.12.2022

DOI: 10.24075/medet.2022.060

The legislation of the Russian Federation in the area of regulation of a pharmaceutical activity has undergone changes aimed at provision of pharmacies with professionals having modern skills of an effective professional interaction.

Professional interaction (fig.) means a process of indirect or direct interpersonal interaction of healthcare specialists with patients. This process is influenced by environmental factors. It includes informational, organizational and psychological

components. The process is supported by informational resources and rational assortment. Professional interaction is provided using information needs of professionals and patients in the ergonomic space of interaction.

Pharmaceutical professionals performing an effective professional interaction have a sufficient level of professional flexibility. Professional flexibility includes flexibility of behavior, resistance to social changes combined with self-actualization,

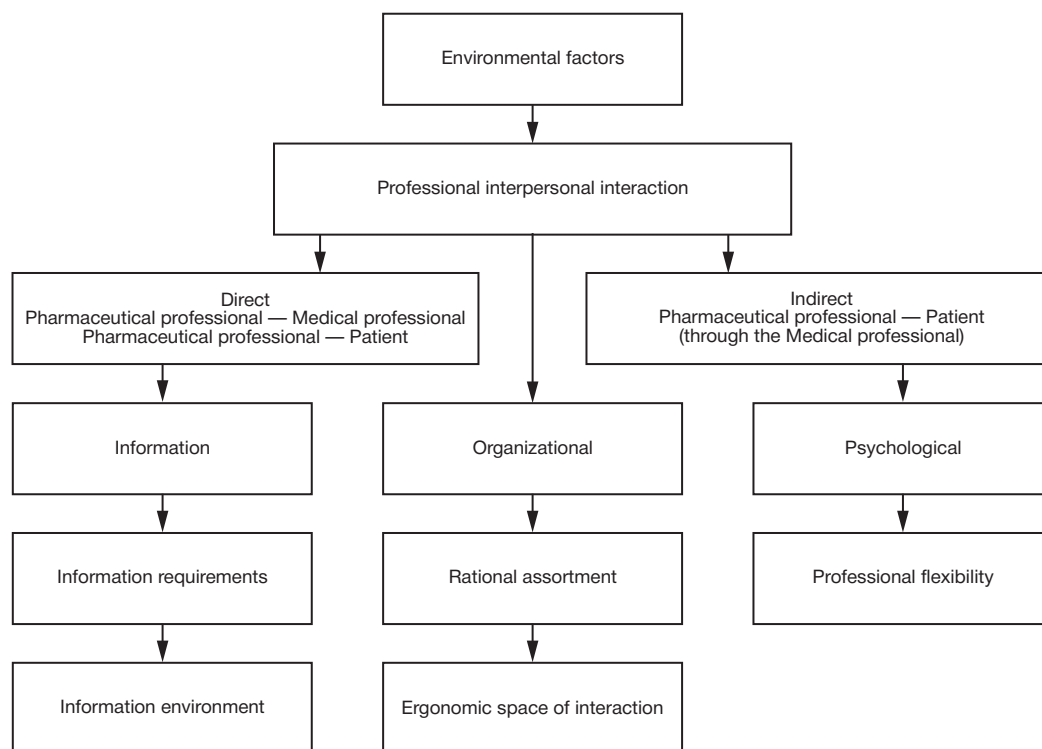


Fig. Model of professional interaction among pharmaceutical workers

Table. The structure of professional flexibility

Professional flexibility structure elements	Professional flexibility element description
Cognitive element	Professional knowledge, abilities and skills that form the basis of long-term relations with a consumer
Motivational value element	The value-and-meaning attitude toward a customer, self, profession, even temper; moral and ethical culture of a pharmaceutical worker; calmness; patience, self-control; self-restraint; flexibility of thinking, stress resistance
Socio-communicative element	Solving conflicts with a consumer, flexible behavior and communication strategies (communicability, type of response in case of a conflict), emotional burnout
Reflective element	Self-assessment, self-analysis of own activity, rethinking, updating a system of values

and ability to form long-term professional relations with a possible increase of the qualitative interaction level.

Professional flexibility can be considered as a 'soft skill' of pharmaceutical workers required for effective professional interaction under constantly modifying conditions of the professional environment [1–3].

MATERIALS AND METHODS

A sample consisting of 345 pharmaceutical workers including 283 chemists (82%) and 62 pharmacists (18%) was formed to implement the method of empirical research of professional flexibility. The method included diagnostic tools used to examine the elements of professional flexibility [4, 5].

The study objective included examination of the professional flexibility structure and procedure of its formation.

STUDY RESULTS

The structure of professional results has been examined by us (table).

A control test with 30 tests to evaluate expertise was used to determine the level of a professional flexibility cognitive element. Specialized questions in the test were about pharmacology, pharmacotherapy, getting prescriptions, using

medicinal preparations in various age groups, etc. There was only one answer to every question. All correct answers were summed up; their percentage in the total number of possible correct answers was determined. A score was awarded based on the scale. A percentage of correct answers amounted to 81.3%. The value corresponded to 4 points ('satisfactory').

The motivational value element was analyzed using the questionnaire by Mehrabian A. As a result, 43% of those interviewed focused on avoiding failure. A specialist who avoids failures reduces its activity to making less errors preventing effective interaction with colleagues and patients. 30% of pharmaceutical workers are focused on gaining success. These specialists use a creative approach to the activity, they are ready to set and solve new tasks. It should be noted that 27% of pharmaceutical specialists lack a dominant motivation at all.

Certain psychological personality traits (communicative competence, emotional intelligence, conflict response type, level of emotional burnout) were determined while analyzing socio-communicative elements. Mean values based on certain characteristics were obtained.

The reflective element was estimated using the method to diagnose the level of reflectivity by Karpov AV. The majority of those requested (52%) have a mean level of reflection. It means that pharmaceutical professionals can hardly evaluate their previous activities with subsequent extraction of professional

experience and it is difficult for them to form perspectives of their future behavior.

DISCUSSION OF RESULTS

The study results indicate that it is necessary to form professional flexibility among pharmaceutical specialists.

Formation of professional flexibility is a process when personality measures of a pharmaceutical worker are transformed improving his personal and professional activity. A set of academic disciplines embracing various levels of professional education has been developed by us to achieve the objective.

The results of conducted studies and requirements to professional standards were taken into account while developing working programs, additional professional development programmers and programs of an educational activity.

Learning theoretical material and practical skills was assessed using the initial, current and final control and the original fund of typical means of assessment (testing, solving situational tasks).

A program of joint educational activity named 'Prescription and dispense of medicinal preparations as an approach to

professional interaction among healthcare specialists' was developed based on the study results to improve cooperation among medical and pharmaceutical workers.

The activity will be carried out within the system of continuous medical and pharmaceutical education.

Active methods of education such as discussion, gamification (put yourself in the position of the opponent), and facilitation (enables discussion in a group) are planned to be used during the activity.

Depending on the level of professional education, the objective of disciplines and cycles was either to form the basis of professional flexibility, or shape its certain level.

CONCLUSIONS

As a result of the study, a position of professional flexibility was determined in the structure of interaction among professional workers. Professional flexibility elements were diagnosed. An educational trajectory regarding formation of professional flexibility among pharmaceutical specialists was developed considering the results of conducted studies and requirements of professional standards.

References

1. Boluchevskaja VV. Social'no-psihologicheskie osobennosti professional'nogo samoopredelenija specialistov pomagajushhih professij. Volgograd: Izd-vo VolGMU, 2010; 264 s. Russian.
2. Bacunov SN, Derecha II, Kungurova IM, Slizkova EV. Sovremennye determinanty razvitiya soft skills. *Koncept*. 2018; 4. Available from URL: <https://cyberleninka.ru/article/n/sovremennye-determinanty-razvitiya-soft-skills>. Russian.
3. Krupnik EP. Psihologicheskaja ustojchivost' lichnosti kak metodologicheskaja kategorija. *Nauchnye trudy MPGU. M.*, 1999. Russian.
4. Egorova LK, Zheltkevich OV. Professional'naja gibkost' farmacevticheskogo rabotnika. II Mezhdunarodnaja nauchno-prakticheskaja konferencija «Aktual'nye problemy i perspektivy farmacevticheskoy nauki i praktiki» 20 maja 2022 goda. Russian.
5. Jastrebov OF. Formirovanie professional'noj gibkosti predstavitelej farmacevticheskikh kompanij sredstvami kouching-tehnologii: special'nost' 13.00.08: avtoreferat dissertacii na soiskanie uchenoj stepeni kandidata pedagogicheskikh nauk. Jastrebov O'ga Viktorovna; Baltijskij federal'nyj universitet imeni Immanuila Kanta. Kaliningrad, 2018; 159 s. Russian.

Литература

1. Болучевская В. В. Социально-психологические особенности профессионального самоопределения специалистов помогающих профессий. В. В. Болучевская. Волгоград: Изд-во ВолГМУ. 2010; 264 с.
2. Бацунов С. Н., Дереча И. И., Кунгурова И. М., Слизова Е. В. Современные детерминанты развития soft skills. *Концепт*. 2018; 4. Режим доступа: [Электронный ресурс]. URL: <https://cyberleninka.ru/article/n/sovremennye-determinanty-razvitiya-soft-skills>
3. Крупник Е. П. Психологическая устойчивость личности как методологическая категория. *Научные труды МПГУ. М.* 1999.
4. Егорова Л. К. Профессиональная гибкость фармацевтического работника. Л. К. Егорова, О. В. Желткевич. II Международная научно-практическая конференция «Актуальные проблемы и перспективы фармацевтической науки и практики» 20 мая 2022 года.
5. Ястреб О. Ф. Формирование профессиональной гибкости представителей фармацевтических компаний средствами коучинг-технологии: специальность 13.00.08: автореферат диссертации на соискание ученой степени кандидата педагогических наук. Балтийский федеральный университет имени Иммануила Канта. Калининград, 2018; 159 с.