

The role of pharmaceutical care in a health prevention and the treatment process

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Summary

Introduction and objective: The easy availability and a wide range of non-prescription drugs and dietary supplements allows for preventing and shortening diseases. However, this situation carries the risk of improper selection of preparations and, consequently, increasing the risk of drug-induced complications and a delay in the correct diagnosis of the disease. One way to avoid the undesirable effects of self-medication is the implementation and practice of pharmaceutical care in pharmacies. This allows you to reduce the risk of polypharmacy in all groups of patients entering treatment for various indications, as well as reducing the cost of treatment for the patient and the health system.

The purpose of this article is to present the process of pharmaceutical care, the pharmacist's role in the selection of OTC (over-the-counter) and dietary supplements, as well as the impact of pharmaceutical care in shaping the role and activities of the pharmacy.

Description of knowledge: Pharmaceutical care is to protect the patient against misuse of drugs, abuse of OTC and minimize the risk of interaction between zażywanymi

pharmaceuticals. It is seen as a process. Its concept is based on cooperation with the patient and the doctor, as well as with representatives of other medical professions. The effectiveness of such action should be made to achieve certain results improve the quality of life of the patient using medication properly running.

Conclusions: Effectively guided pharmaceutical care contributes to the reduction of the medication and treatment-related adverse effects resulting from the interaction of the components of the formulations. Relief is part of the National Health Care doctors. This contributes to a reduction in the number of hospitalizations and the risk associated with polypharmacy. Thanks to the pharmacy can be a place where in addition advice and information on the drugs the patient will obtain comprehensive assistance relating to the use, as well as information on how to protect their own health and disease prevention.

Key words: pharmaceutical care, preventive health, the healing process

Introduction

The pharmaceutical service is an important element of the reacting on the development of pharmaceutical care, which is a component of a comprehensive approach to the patient and his health problems. Pharmacy 4P subject to the rule, that is the price (price), location (place), the product (product) and promotion (promotion). As each service is subject to assessment by the buyers. The most important for satisfaction with the services provided at the pharmacy have components such as a person pharmacist looks facility and its equipment [1].

The pharmacist is a profession designed to protect public health through the provision of pharmaceutical services. Parliament is also pharmaceutical care, which is defined as a process. His idea is based on cooperation with the patient and physician, as well as with representatives of other medical professions. The effectiveness of this measure should be made to achieve certain results that improve patient quality of life by properly running pharmacotherapy [2].

The pharmacist is a person with high qualifications in the field of knowledge about medicines and its activity is designed to ensure optimal health. It is usually the first person to whom a patient asks for advice, because sometimes access to a doctor is difficult. Pay attention to the fact that only close cooperation between the pharmacist a doctor can bring significant health benefits for the patient. This is due to the competence of both professional

groups. The pharmacist can not interfere in a drug treatment prescribed by a doctor, while the pharmacist should recognize the authority on all matters related to the drug. According to the World Health Organization, the role of the pharmacist has been determined as follows: "*It is recommended that served as a pharmacist in advising and informing the patient and society used drugs. It is recommended that pharmacists have cooperated effectively with doctors to ensure compliance advice and information given to the patient*"[3]. In the context of the ready availability of the OTC drugs, in particular the NSAID, and is believed to be safety of patient cooperation is of particular importance [4].

The concept of pharmaceutical care

Pharmaceutical care (pharmaceutical care) is to protect the patient against misuse of drugs, abuse of OTC and minimize the risk of interaction between *zażywanymi* pharmaceuticals. The pharmacist as we fully trust the profession and the public benefit must first take care of the health of the patient. Properly practiced pharmaceutical care is an important part of medical care [5]. It should be noted that care is defined as a process that is subject to modifications in a certain space of time. The idea is to achieve its partnership relations in an atmosphere of trust and openness. Pharmaceutical care should therefore not be construed as advice of a pharmaceutical, which is a one-time grant of specific information to the patient in the pharmacy. Constant monitoring of pharmacotherapy, conversation with the patient, as well as documenting the process are properly practiced determinants of pharmaceutical care. Thanks to the monitoring of the efficacy and safety of pharmacotherapy, it is possible to prevent undesirable early resulting from potential interactions with the lines: a drug-drug, drug-supplement, drug-food, drug-disease. The pharmacist must therefore assume responsibility for selecting the most effective and safest solutions to pharmaceutical patient [6].

As part of the pharmaceutical care, there are some standards that determine the manner of its implementation. The pharmacist should develop a scheme which is individualized treatment plan of the patient. Contemporary pharmacotherapy whether it is applied by the patient himself or the medical indication can not ensure safety at all stages of the therapy, the pharmaceutical care is the sine component [7].

Pharmacist, able to adequately perform pharmaceutical care must first obtain a set of very comprehensive information. The starting point to select the right medication is the interview. It collects information on the patient's age, diagnosed him diseases, social and living conditions, medication and associated problems. The pharmacist must also be made to identify the problems of drug based on the knowledge of the use by the patient all drugs, both of these ordained by the doctor and applied by the patient (OTC, dietary supplements) [6].

Recognizing the problems of drug pharmacist not only eliminates undesirable health effects, but also reduces the cost of the same treatment [8]. The pharmacist, who because of extensive knowledge in this field should decide whether referral of the patient to the doctor when the symptoms may indicate serious health problems. According to the International Federation of Pharmaceutical *"is perfectly qualified pharmacist and positioned to ensure that the need to provide advice about medical consultation and advice that, as coming from people with specialized knowledge will be better and more effectively than the council heard a friend or family member"*[9]. It should be noted that the pharmaceutical care can be exercised to patients using self-treatment, the chronically ill, pregnant women, nursing mothers, the elderly and those who apply at the same time some pharmaceuticals.

According to the concept of health living pharmacy pharmacy will be a place of education and preventive health care and the pharmacist will include the role of educator of patients [10]. It must therefore be assumed that the proper education in pharmacotherapy may imply a change in the behavior of patients, especially those who took to self-medicate so far [11].

The role of the pharmacist in the context of the selection and use of dietary supplements and OTC drugs

Increased consumption of non-prescription medicines and dietary supplements in Poland raises concerns among both physicians and pharmacists. This is due to concerns about the possibility of uncontrolled or improper use of these preparations by the patients [12].

Patients themselves often pose a diagnosis and choose a specific preparation just because the advertising effectively encouraged them to do so. However, remember that a dietary supplement is a food whose main purpose is to supplement your diet with vitamins and minerals. In the formulation of this product may also be provided with a nutritional

substances and other physiological[13]. In contrast, drug OTC (over the counter) is defined as a drug issued by the pharmacist without a prescription. OTC drug status receive these pharmaceuticals, which can be used in the treatment of common, easy to self-diagnose and do not require long-term therapy. It should be noted that the safety of their use is fairly well acknowledged [14]. These drugs must demonstrate an overall low toxicity, does not present a risk of addiction, and risks to human health [15].

The role of the patient in deciding autonomously about the treatment and therapy of diseases is constantly increasing by more and easier access to medical knowledge. It is therefore conclude that pharmaceutical advice is less and less importance and impact on the patient's choices regarding his health. Health literacy is a skill that enables individuals to search, collect and process information on maintenance and improving the health [16]. Therefore, patients often come to the pharmacy with a ready diagnosis and with the intention of buying a pre-selected pharmaceutical. However, it should be noted that gathering reliable information from the right sources is time consuming, which is why there is a high risk that the patient is making the purchase of the preparations do not really have enough reliable knowledge to avoid the risk of ill-chosen drug or exceeded the concentration of the substance in the body. Each chemical can harm rather than help. Often the adverse effects of drugs occur after a prolonged period could cause health problems. [17] Patients often buy several products that have the same or very similar, the only difference is in the name of preparation [18]. Therefore, the pharmacist should make sure the patient is put proper diagnosis, in case of doubt help in re-diagnosis. Then it should choose the appropriate drug or dietary supplement based on criteria of safety, efficacy and cost-effectiveness of its use. The patient should also get extensive knowledge of the preparation and dosage. It is also reasonable that the pharmacist said patient on any contra side effects and the possibilities of interaction of the substance with other drugs, foods and similar products [14]. Pharmacist mission because of their profession, the patient can not leave alone our decisions regarding such an important aspect of health. It happens that the patient at the same time is treated by several doctors. Each prescribe other drugs that can interact with each other. Additionally, the patient may use the supplements and medications from the OTC, which may thus lead to toxic effects [19]. Treatment of side effects is much more cost-intensive than their prevention. Due to the fact that visits to the doctor are often expensive and time-consuming need to strengthen the role of the pharmacist as a specialist, which is a source of reliable knowledge in the field of disease

prevention, health promotion and guidance in the selection of OTC drugs and dietary supplements [20]. This objective can be achieved only by effectively implemented pharmaceutical care.

Analyses farmoekonomiczne showed that health complications arising due to incorrect self-diagnosis and inappropriate selection of drugs are far more costly both for the patient and the entire health care system than a visit to the doctor [21].

Statistically analysis indicate that a patient who takes two drugs simultaneously runs the risk of interaction at about 13% for the five drugs, this risk increases to 38%, and even in case of seven drugs danger is estimated at 82% [22]. In contrast, dietary supplements, among others, may affect the action of drugs from antidiabetics, anticoagulants and depression [23]. These data clearly show how important it should be consultation with a pharmacist on the selection of drugs and dietary supplements to avoid polypharmacy. Under this term conceals the side effects of the abuse of pharmaceuticals, drug interactions, drug formulations in order to eliminate trivial symptoms and delay diagnosis of major diseases and postponing visits specialist [24].

Activity pharmacy in the process of pharmaceutical care

Pharmacy unlike other retail outlets is an institution of health care. However, it must generate profits that are necessary to maintain it. As every operator in the market fighting for a competitive advantage. The correct way to obtain it should be hiring highly qualified pharmacists, whose chief goal is the health and welfare of the patient. Pharmacy by virtue of their social role can not target only the desire to achieve the highest possible profit, which definitely sets it apart from other companies. It is therefore advisable to pharmacy was seen as the other operators on the market [25]. The pharmacist should therefore not be treated as a vendor specific products or services, but as a person exercising the profession of public trust. Apothecary Code of Ethics clearly states that the pharmacist is responsible to provide specialist support to all patients who reported to him and advice in choosing those medicines that are available without a prescription [26]. Pharmacy is the health front door. Sometimes

hindered access to a doctor, and the growing awareness of the patients are the main determinants of the development of pharmaceutical care in the pharmacy. It causes a significant increase in professional positions pharmacist, pharmacy so that it is not perceived only place selling drugs [25]. In the 90s the primary purpose of the facility was to maximize profits, resulting in constant numerous loyalty programs and aggressive advertising. This happened without thinking about the consequences for the health of the patient, which marketing campaigns tempted to risk his own health and buy the products offered by taking unjustified. The overall objective of pharmaceutical care is to increase the safety of pharmacotherapy, which directly translates into improved quality of patient. This implies a change in the current image as an object pharmacy sales base protection and health promotion. The development of pharmaceutical care requires a number of modifications to the pharmacy, and its main area is to achieve genuine authority of a pharmacist, whose role has also changed. Particularly in the context of rising phenomenon of self-healing it is essential. It's the best pharmacists determine the success of marketing, pharmacy, therefore it is reasonable to focus on postgraduate education in this profession. Knowledge needs to be updated, because the only way to rank the profession of pharmacy and public confidence in him will grow [27].

Summary:

1. Pharmaceutical Care minimizes the costs of medication and treatment of adverse effects resulting from the interaction of the components of the formulations.
2. Causes relieving doctors of the National Health Care (PHC) and reduces the number of hospitalizations.
3. Co-doctor pharmacist facilitates the exchange of individual information and a subjective approach to the patient and his health.
4. Healthcare helps to reduce the risks associated with polypharmacy.
5. pharmacy should be a place not only to buy drugs, medical devices and dietary supplements, but the institution of prevention and health care, where the health and quality of life of the patient are the primary value defining the organizational objectives.

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