«PHARMACEUTICAL CONSULTING AND INFORMING»

General Educational Program of higher education (specialist's degree programs): 33.05.01 Pharmacy

Department: Management and Economics of Pharmacy and Pharmaceutical Technology

1. The purpose of mastering the discipline – participation in forming the following competencies:

- universal competencies (UC-4 (4.1));
- general professional competencies (GPC-2, GPC-4, GPC-6 (6.1, 6.2, 6.4));
- professional competencies (PC-3, PC-8 (8.4), PC-9 (9.2)).

2. Position of the academic discipline in the structure of the General Educational Program (GEP)

2.1. The discipline refers to the core part of Block 1 of GEP HE (B1.C.39).

3. Deliverables of mastering the academic discipline and metrics of competence acquisition

Mastering the discipline aims at acquiring the following universal (UC) and professional (PC) competencies

	Compe- The content Coo		Compe- Code and name of the			As a result of mas	tering the discipline, th	e students should:
N⁰	tence code	of the competence (or its part)	competence acquisition metric	know	be able to	possess		
1.	UC-4	Able to apply modern communicat ion technologies including in a foreign language(s), for academic and professional interaction	UC-4.1. Establishes and develops professional contacts in accordance with the needs of joint activities, including the exchange of information and the development of unified interaction strategy	 methods and means of informing consumers; formats and forms of information events for medical workers and the population; fundamentals of business communication and culture, professional psychology, ethics and deontology; features of the psychotype of the consumer: age and other personality traits; the specifics of the relationship "doctor- 	 analyze and plan information and consulting work; carry out oral and written communications in communication with colleagues, consumers and suppliers; build communication with consumers of medicines, taking into account the psychological state and personal characteristics; recognize conditions, complaints that require access to a medical specialist; 	 skills in compliance with the rules of pharmaceutical ethics and deontology in relations with consumers of pharmacy products, their relatives and medical personnel of medical organizations; skills of pharmaceutical consulting and informing consumers of pharmacy products; skills in advising on drug groups and synonyms within the same intermedical populations 		
				"doctor- pharmacist-	– provide	international non-		

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				consumer of	information and	proprietary name
				medicines";	advisory	and their prices.
				– moral and	assistance in the selection of	
				ethical principles		
				relating to the	effective and safe	
				professional	drugs, taking into	
				activities of a	account the	
				pharmaceutical	peculiarities of	
				specialist.	individual dosing.	
2.	GPC-2	Able to	GPC-2.1. Analyzes	 methods of 	 recognize 	 skills of
		apply	the pharmacokinetics	searching and	conditions,	pharmaceutical
		knowledge	and	evaluating	complaints that	consulting and
		about	pharmacodynamics	pharmaceutical	require access to	informing
		morphofunc	of medicines based	information,	a medical	consumers of
		tional	on knowledge about	including in	specialist;	pharmacy
		features,	morphofunctional	resources with	– assess	products;
		physiologica	features,	information on	violations of the	 skills in
		1 conditions	physiological	rejected drugs	main functional	advising on
		and	conditions and	and other TAAs;	indicators of	groups of
		pathological	pathological	 principles of 	human vital	medicinal
		processes in	processes in the	pharmacotherapy,	activity in	products and
		the human	human body	taking into	pathology,	synonyms within
		body to	GPC-2.2. Explains	account	identify the main	the same
		solve	the main and side	pharmacokinetics	risk factors for a	international non-
		professional	effects of drugs, the	and	particular	proprietary name
		tasks	effects of their	pharmacodynami	disease;	and their prices;
			combined use and	cs of drugs;	 be guided in 	 skills of
			interaction with food,	– basic	the indications	rational
			taking into account	anatomical and	and	replacement of
			morphofunctional	physiological	contraindications	the prescribed
			features,	concepts and	for the	medicinal product
			physiological	terms used in	appointment of	with synonymous
			conditions and	medicine;	drugs for the	or similar drugs
			pathological	 physiological 	treatment of the	in accordance
			processes in the	characteristics of	most common	with the
			human body GPC-2.3. Takes into	the body in	diseases;	established
				different periods	– provide	procedure;
			account morphofunctional	of life (childhood	information and	– skills in
			features,	and old age,	advisory	explaining to
			physiological	pregnancy, etc.);	assistance in the	consumers of
			conditions and	– general	selection of	medicines the
			pathological	pharmacokinetic	effective and safe	rules for taking
			processes in the	and	drugs, taking into	and dosing
			human body when	pharmacodynami	account the	regimen of
			choosing non-	c patterns of	peculiarities of	medicines, their
			prescription	drugs and	individual	storage at home;
			medicinal products	features of the	dosing;	- skills in
			and other pharmacy	action of drugs in	- carry out the	providing advice
			products	healthy	optimal choice of	on the rules for
			Producto	individuals and in	the dosage form,	the operation of
				pathology, types	dose,	medical devices
				of interaction,	multiplicity,	at home;
				features of	duration and	– skills in
				pharmacotherapy	route of	providing
				in newborns and	administration of	information and
				the elderly,	the drug for the	consulting
				pregnant women;	treatment of the	assistance in the

				- belonging of	most common	selection of over-
				drugs to certain	symptoms,	the-counter
				pharmacological	elimination of	medicines and
				groups;	adverse reactions;	other pharmacy
				– the most	 take into 	products;
				important side	account the	– skills in
				and toxic effects,	peculiarities of	providing advice
				the main	the interaction of	on the use and
				indications and	the drug with	compatibility of
				contraindications	other drugs, with	drugs, their
				to the use of	food;	interaction with food.
				drugs;	– use the	1000.
				 the basic principles of the 	necessary medical and	
				clinical and	pharmacological	
				pharmacological	Latin	
				approach to the	terminology;	
				choice of drugs	– inform the	
				for	consumer about	
				pharmacotherapy	the storage	
				of major diseases.	conditions of	
					medicines at	
	CDC 4	A 1 1 /			home.	1.111
3.	GPC-4	Able to	GPC-4.1. Carries out	– provisions of	– carry out oral	- skills in
		carry out	the interaction in the	regulatory legal	and written	compliance with
		professional activities in	system "pharmaceutical	acts regulating the circulation of	communications in	the rules of pharmaceutical
		accordance	worker-visitor of a	drugs and other	communication	ethics and
		with ethical	pharmacy	TAAs;	with colleagues,	deontology in
		norms and	organization" in	– fundamentals	consumers and	relations with
		moral	accordance with the	of business	suppliers;	consumers of
		principles of	norms of	communication	– build	pharmacy
		pharmaceuti	pharmaceutical	and culture,	communication	products, their
		cal ethics	ethics and	professional	with consumers	relatives and
		and	deontology	psychology,	of medicines,	medical
		deontology	GPC-4.2. Carries out	ethics and	taking into	personnel of
			the interaction in the	deontology;	account the	medical
			system "pharmaceutical	- features of the	psychological state and personal	organizations; – skills of
			worker-medical	psychotype of the consumer: age	state and personal characteristics.	– skills of pharmaceutical
			worker" in	and other	characteristics.	consulting and
			accordance with the	personality traits;		informing
			norms of	 the specifics of 		consumers of
			pharmaceutical	the relationship		pharmacy
			ethics and	"doctor-		products.
			deontology	pharmacist-		
				consumer of		
				medicines";		
				– moral and		
				ethical principles		
				relating to the		
				professional		
				activities of a		
				pharmaceutical specialist.		
4.	GPC-6	Able to	GPC-6.1. Applies	– methods of	– analyze and	– skills in the
4				memous UI	anaryze and	

	understand the principles of modern information technologies and use them to solve the tasks of professional activity	modern information technologies in the interaction with parties to the circulation of medicinal products taking into account the requirements of information security GPC-6.2. Performs an effective search for information necessary to solve the tasks of professional activity using legal reference systems and professional pharmaceutical databases GPC-6.4. Applies automated information systems in the internal processes of the pharmaceutical organization, as well as for interactions with customers and	searching and evaluating pharmaceutical information, including in resources with information on rejected drugs and other TAAs; – methods and means of informing consumers; – formats and forms of information events for medical workers and the population.	plan information and consulting work; - organize awareness-raising activities for health workers and the public; - organize and ensure the document flow of a pharmaceutical organization, including any types of reporting, in accordance with legislative and regulatory acts.	search and use of regulatory and reference information regulating the circulation of medicines. -
5. PC-3	Able to carry out pharmaceuti cal information and consulting during the release and sale of medicines for medical use and other products of the pharmacy assortment, including with the use of medical and pharmaceuti cal information systems and databases	suppliers PC-3.1. Provides information and consulting assistance to visitors of a pharmacy organization when choosing medicines and other products of the pharmacy assortment, as well as on questions of their rational use PC-3.2. Informs medical professionals about medicines, their synonyms and analogues, possible side effects and interactions PC-3.3. Decides on the replacement of the prescribed drug with synonymous or similar drugs in the prescribed manner based on information	 provisions of regulatory legal acts regulating the circulation of drugs and other TAAs; current range of drugs and other TAAs for various pharmacological groups, their characteristics, active substances (international non-proprietary names); methods of searching and evaluating pharmaceutical information, including in resources with information on rejected drugs and other TAAs; 	 use the current regulatory framework regulating medical and pharmaceutical activities, circulation of medicines, including narcotic drugs, psychotropic substances and medicines subject to subject- quantitative accounting; recognize conditions, complaints that require access to a medical specialist; assess violations of the main functional indicators of 	 skills in the search and use of regulatory and reference information regulating the circulation of medicines; basic medical and pharmaceutical terminology; skills of pharmaceutical consulting and informing consumers of pharmacy products; skills in advising on groups of medicinal products and synonyms within the same international non-

	1				· · · · · · · · · · · · · · · · · · ·
		about groups of	 principles of 	human vital	proprietary name
		drugs and synonyms	pharmacotherapy,	activity in	and their prices;
		within the same	taking into	pathology,	 skills of
		international	account	identify the main	rational
		nonproprietary name	pharmacokinetics	risk factors for a	replacement of
		and prices for them	and	particular	the prescribed
		PC-3.4. Uses medical	pharmacodynami	disease;	medicinal product
		and pharmaceutical	cs of drugs;	 be guided in 	with synonymous
		information systems	– a list of vital	the indications	or similar drugs
		and databases in the	and essential	and	in accordance
		implementation of	drugs, a list of	contraindications	with the
		pharmaceutical	goods allowed for	for the	established
		informing and	sale in pharmacy	appointment of	procedure;
		consulting during the	organizations	drugs for the	– skills in
		release and sale of	along with LP;	treatment of the	explaining to
		medicines for	– methods and	most common	consumers of
1		medical use and	means of	diseases;	medicines the
1		other pharmacy	informing	– provide	rules for taking
1		products	consumers;	information and	and dosing
1		r	– formats and	advisory	regimen of
1			forms of	assistance in the	medicines, their
			information	selection of	storage at home;
			events for	effective and safe	 storage at nome, skills in
			medical workers	drugs, taking into	providing advice
				account the	on the rules for
			and the	peculiarities of	the operation of
			population;	individual	medical devices
			– methods of	dosing;	at home;
			pharmaceutical	– carry out the	
			consulting,	optimal choice of	 skills in
			– belonging of	-	providing
			drugs to certain	dosage form,	information and
			pharmacological	dose,	consulting
			groups;	multiplicity,	assistance in the
			– the most	duration and	selection of over-
			important side	route of	the-counter
			and toxic effects,	administration of	medicines and
1			the main	the drug;	other pharmacy
1			indications and	- a drug to treat	products;
1			contraindications	the most common	– skills in
1			to the use of	symptoms,	providing advice
1			drugs;	eliminate adverse	on the use and
1			– the basic	reactions;	compatibility of
			principles of the	– take into	drugs, their
1			clinical and	account the	interaction with
1			pharmacological	peculiarities of	food.
1			approach to the	the interaction of	
1			choice of drugs	the drug with	
			for	other drugs, with	
1			pharmacotherapy	food;	
			of major diseases.	– use the	
				necessary	
				medical and	
1				pharmacological	
				Latin	
				terminology;	
				– inform the	
				consumer about	

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					the storage	
					conditions of	
					medicines at	
					home.	
6.	PC-8	Able to	PC-8.4. Informs	 methods of 	 analyze and 	 skills in the
		solve the	individuals and	searching and	plan information	search and use of
		tasks of	employees of the	evaluating	and consulting	regulatory and
		professional	veterinary service	pharmaceutical	work;	reference
		activity	about veterinary	information,	– organize	information
		within the	medicines: their	including in	awareness-raising	regulating the
		framework	rational use, possible	resources with	activities for	circulation of
		of	side effects,	information on	health workers	medicines;
		pharmaceuti	providing at the same	rejected drugs	and the public;	 basic medical
		cal activity	time, the necessary	and other TAAs;	– carry out oral	and
		in the field	consulting assistance	 principles of 	and written	pharmaceutical
		of		pharmacotherapy,	communications	terminology;
		circulation		taking into	in	– skills in
		of		account	communication	compliance with
		medicines		pharmacokinetics	with colleagues,	the rules of
		for		and	consumers and	pharmaceutical
		veterinary		pharmacodynami	suppliers;	ethics and
		use		cs of drugs;	– build	deontology in
				– a list of vital	communication	relations with
				and essential	with consumers	consumers of
				drugs, a list of	of medicines,	pharmacy
				goods allowed for	taking into	products, their
				sale in pharmacy	account the	relatives and
				organizations	psychological	medical
				along with LP;	state and personal	personnel of
				– methods and	characteristics;	medical
				means of	– recognize	organizations;
				informing	conditions,	– skills of
				consumers;	complaints that	pharmaceutical
				– formats and	require access to	consulting and
				forms of	a medical	informing
				information	specialist;	consumers of
				events for	– assess	pharmacy
				medical workers	violations of the	products;
				and the	main functional	 skills in
				population;	indicators of	advising on
				– methods of	human vital	groups of
				pharmaceutical	activity in	medicinal
				consulting,	pathology,	products and
				– basic	identify the main	synonyms within
				anatomical and	risk factors for a	the same
				physiological	particular	international non-
				concepts and	disease;	proprietary name
				terms used in	 be guided in 	and their prices;
				medicine;	the indications	– skills of
				– physiological	and	rational
				characteristics of	contraindications	replacement of
				the body in	for the	the prescribed
				different periods	appointment of	medicinal product
				of life (childhood	drugs for the	with synonymous
1				and old age,	treatment of the	or similar drugs
1				pregnancy, etc.);	most common	in accordance
1				prognancy, cu.),	diseases;	with the
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				– general	– provide	established
				pharmacokinetic	information and	procedure;
				and	advisory	– skills in
				pharmacodynami	assistance in the	explaining to
				c patterns of	selection of	consumers of
				drugs and	effective and safe	medicines the
				features of the	drugs, taking into	rules for taking
				action of drugs in	account the	and dosing
				healthy	peculiarities of	regimen of
				individuals and in	individual	medicines, their
				pathology, types	dosing;	storage at home;
				of interaction,	 carry out the 	 skills in
				features of	optimal choice of	providing advice
				pharmacotherapy	dosage form,	on the rules for
				in newborns and	dose,	the operation of
				the elderly,	multiplicity,	medical devices
				pregnant women;	duration and	at home;
				 belonging of 	route of	– skills in
				drugs to certain	administration of	providing
				pharmacological	the drug;	information and
				groups;	– a drug to treat	consulting
				- the most	the most common	assistance in the
				important side	symptoms,	selection of over-
				and toxic effects,	eliminate adverse	the-counter
				the main	reactions;	medicines and
				indications and	– take into	other pharmacy
				contraindications	account the	products;
				to the use of	peculiarities of	– skills in
				drugs;	the interaction of	providing advice
				– the basic	the drug with	on the use and
				principles of the	other drugs, with	compatibility of
				clinical and	food;	drugs, their
				pharmacological	· · · · · · · · · · · · · · · · · · ·	interaction with
				1 0	– use the	food.
				approach to the	necessary	1000.
				choice of drugs	medical and	
				for	pharmacological	
				pharmacotherapy	Latin	
				of major diseases.	terminology;	
					– inform the	
					consumer about	
					the storage	
					conditions of	
1					medicines at	
7		A 1-1			home.	1 111 1 2
7.	PC-9	Able to	PC-9.2. Performs	– current range	– analyze and	– skills in the
		solve tasks	pharmaceutical	of drugs and	plan information	search and use of
		of	information and	other TAAs for	and consulting	regulatory and
		professional	consulting during the	various	work;	reference
		activities in	sale, release and	pharmacological	– organize	information
		the transfer	transfer of medicines	groups, their	awareness-raising	regulating the
		of	for medical use	characteristics,	activities for	circulation of
		medicines		active substances	health workers	medicines;
		through		(international	and the public;	– basic medical
		pharmaceuti		non-proprietary	 carry out oral 	and
		cal and		names);	and written	pharmaceutical
		medical		 methods of 	communications	terminology;
		organization				

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S	searching		– skills in
	evaluatin	•	compliance with
	pharmace		the rules of
	informati		pharmaceutical
	including	*	ethics and
	resources	with – establish	deontology in
	informati	on on communication	relations with
	rejected of	lrugs with consumers	consumers of
	and other	TAAs; of medicines,	pharmacy
	– princip	bles of taking into	products, their
	pharmaco	-	relatives and
	taking int		medical
	account	state and personal	personnel of
	pharmaco		medical
	and	– use the current	organizations;
	pharmaco		– skills of
	cs of drug		pharmaceutical
	– a list o		consulting and
	- a list o and essen	6 6	informing
			consumers of
	drugs, a l goods all		
	sale in ph		pharmacy products;
		5	•
	organizat		– skills in
	along wit		advising on
	– method		groups of
	means of	1 2 1	medicinal
	informing		products and
	consumer		synonyms within
	– format		the same
	forms of	quantitative	international non-
	informati	-	proprietary name
	events for	e	and their prices;
	medical v		– skills of
	and the	complaints that	rational
	populatio	in; require access to	replacement of
	– fundan	nentals a medical	the prescribed
	of busine	ss specialist;	medicinal product
	communi	cation – assess	with synonymous
	and cultu	re, violations of the	or similar drugs
	professio		in accordance
	psycholo	gy, indicators of	with the
	ethics and		established
	deontolog	gy; activity in	procedure;
	– method		– skills in
	pharmace		explaining to
	consultin		consumers of
	– physio		medicines the
	character	iogical i	rules for taking
	the body		and dosing
	different		regimen of
	of life (ch	Perious	medicines, their
	and old a		storage at home;
	pregnanc	8-,	- skills in
		<i>j</i> , <i>c</i> , <i>c</i> , <i>j</i> , , <i>c</i> , <i>j</i> , <i>c</i>	providing advice
	– genera	·	on the rules for
	pharmaco	treatment of the	the operation of
	and		medical devices
	pharmaco		metrical devices

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c patterns of	diseases;	at home;
drugs and	– provide	– skills in
features of the	information and	providing
action of drugs in	advisory	information and
healthy	assistance in the	consulting
individuals and in	selection of	assistance in the
pathology, types	effective and safe	selection of over-
of interaction,	drugs, taking into	the-counter
features of	account the	medicines and
pharmacotherapy	peculiarities of	other pharmacy
in newborns and	individual	products;
the elderly,	dosing;	 skills in
pregnant women;	– carry out the	providing advice
 belonging of 	optimal choice of	on the use and
drugs to certain	dosage form,	compatibility of
pharmacological	dose,	drugs, their
groups;	multiplicity,	interaction with
- the most	duration and	food.
important side	route of	_
and toxic effects,	administration of	
the main	the drug;	
indications and	- a drug to treat	
contraindications	the most common	
to the use of	symptoms,	
drugs;	eliminate adverse	
– the basic	reactions;	
principles of the	 take into 	
clinical and	account the	
pharmacological	peculiarities of	
approach to the	the interaction of	
choice of drugs	the drug with	
for	other drugs, with	
pharmacotherapy	food;	
of major diseases.	– use the	
or major diseases.		
	necessary	
	medical and	
	pharmacological	
	Latin	
	terminology;	
	– inform the	
	consumer about	
	the storage	
	conditions of	
	medicines at	
	home.	

4. Volume of the academic discipline and types of academic work

	Labor	Labor intensity	
Type of advectional work	volume in	volume in	(AH) in
Type of educational work	credit units	academic	semesters
	(CU)	hours (AH)	9
Classroom work, including	0,61	22	22
Lectures (L)	0,17	6	6
Laboratory practicum (LP)*	Laborator	ry practicums are	not stipulated
Practicals (P)	0,44	16	16

Seminars (S)	Seminars are not stipulated		
Student's individual work (SIW)	0,39	14	14
Mid-term assessment			
credit/exam (specify the type)			credit
TOTAL LABOR INTENSITY	1	36	1

5. Sections of the academic discipline and competencies that are formed when mastering them

N⁰	Compete nce code	Section name of the discipline	The content of the section in teaching units
	UC-4 GPC-2 GPC-4 GPC-6 PC-3 PC-8 PC-9	Pharmaceutical consulting and informing	The role of the pharmaceutical worker in the health care system. The concept of pharmaceutical assistance to the population. Pharmaceutical consulting and information as mandatory components of pharmaceutical assistance to the population. Regulatory and legal regulation and comparison of the concepts of pharmaceutical consulting and information. Professional standard "Pharmacist" and rules of good pharmacy practice. Algorithm for building a professional pharmaceutical consultation. Pharmaceutical consulting and information on the substitution of medicines and pharmacy products. The concept of responsible self-medication. The role of the doctor in the process of pharmaceutical counseling. Types of pharmaceutical consulting. Consumer misconceptions and objections in the process of pharmaceutical consulting. The concept of unfair advertising. Communication skills in the process of pharmaceutical consulting and information. Standards of communication. Methods of identifying the needs of the consumer and his expectations from the LP. Selection of the most effective LP within a certain price segment. The most popular among visitors of pharmacy organizations are pharmaceutical advice on the release of drugs for the treatment of gastrointestinal diseases, LP from the group of NSAIDs, antipyretic and anti-cold drugs, over-the-counter drugs and sales leaders. Pharmaceutical advice on the release of drugs for the treatment of rhinitis, sinusitis and sore throat. The concept of complex recommendations and additional sales. Marketing pressure of pharmaceutical manufacturers: pros and cons. Features of pharmaceutical consulting in the release of prescription drugs. Assessment of the interaction of LP, risk assessment. Use of the information provided in the instructions on the LP.