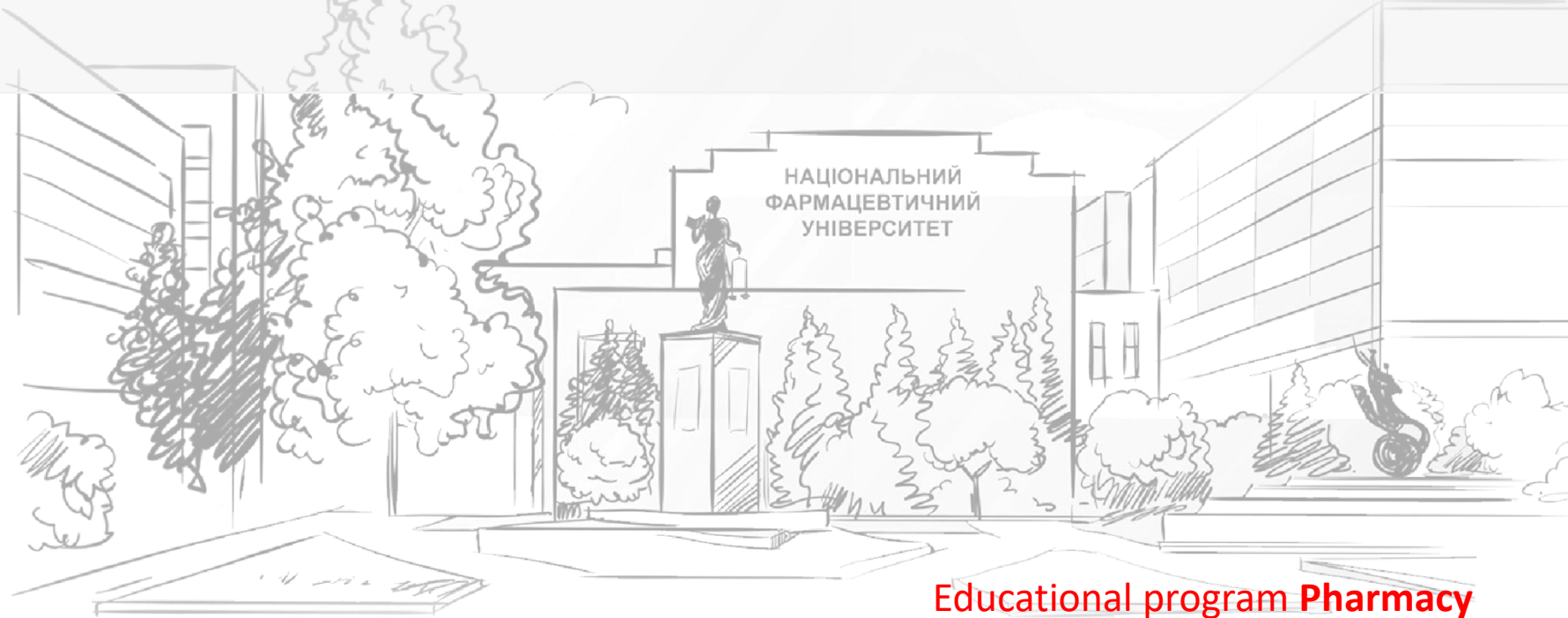




MINISTRY OF HEALTH OF UKRAINE
NATIONAL UNIVERSITY OF PHARMACY
DEPARTMENT OF SOCIAL PHARMACY

Educational component «PHARMACEUTICAL INFORMATION»



Educational program **Pharmacy**
Speciality 226 Pharmacy, industrial pharmacy

Pharmaceutical information is the key to the successful activity of a health care specialist



(lat. informatio — explanation, reference)
information necessary for the proper
implementation of pharmaceutical activity,
obtained and used by pharmaceutical science
and practice:

- regulatory, statistical, informational and methodological, economic, pharmacoeconomic, managerial;
- on the creation, use, circulation of medicines, other pharmaceutical and medical products

We are drowning in information but starved for knowledge

John Naisbitt

Relevance

One of the main tasks of a pharmacist –

dissemination of information about medicines and other pharmaceutical products, about various aspects of self-care in order to improve the efficiency of the health care system and public health



«Pharmaceutical information» as an educational discipline necessary for:

- formation of the foundation of **modern information culture** in students;
- **quality performance of functional duties** in future professional activity;
- formation of abilities and skills in the **organization of information support** for professional activities in health care



Basic issues of course

1



Theoretical foundations of information support of pharmaceutical activity



The organizational structure of the pharmaceutical information system



Communication process as a key element of information transfer

2



Pharmaceutical information in pharmacies

3



Pharmaceutical information as a component of the professional activity of practical pharmacy specialists



Pharmaceutical information as a component of public awareness.

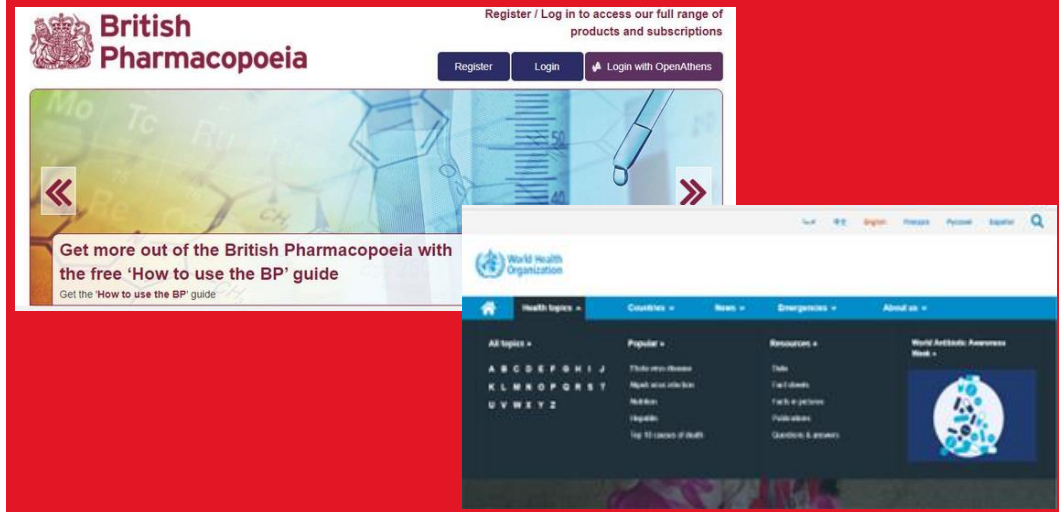
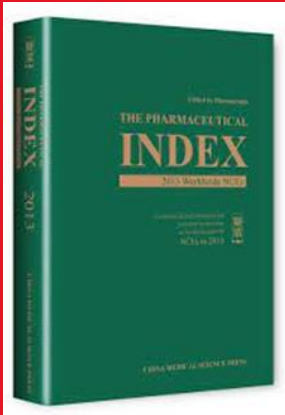
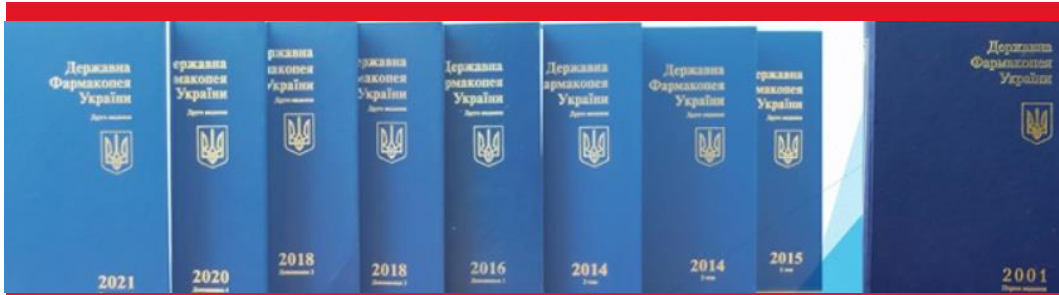


Pharmaceutical information as a component of scientific activity in the pharmaceutical sector of health care

RELEVANCE of knowledge of the chosen course

Studying the discipline will allow you to confidently carry out professional activities thanks to :

- ✓ formation of theoretical knowledge about pharmaceutical information;
- ✓ assessment of the current state, structure, and development trends of the pharmaceutical information system;
- ✓ independent orientation in information flows of professional information;
- ✓ mastering the basic skills of working with the Internet and pharmaceutical resources;
- ✓ carrying out the correct search, storage, and distribution of information about medicinal products and other pharmaceutical products.





RELEVANCE of knowledge of the chosen course

And you can also:

- ✓ apply methods of analytical and synthetic processing, storage and distribution of pharmaceutical information;
- ✓ use educational, reference, normative, scientific literature to solve professional tasks;
- ✓ evaluate the reliability and objectivity of pharmaceutical information;
- ✓ research the information needs of specialists in the field using modern methods;
- ✓ search for necessary industry information in national and global databases, medicine registers.

НФФaY

**«Knowing is not enough; we must apply.
Willing is not enough; we must do»**

*Johann Wolfgang von Goethe,
German philosopher and writer*



THANK YOU FOR YOUR ATTENTION!



National University of Pharmacy
53 H. Skovorody str. (Pushkinska str.), Kharkiv, 61002, Ukraine

E-mail: mail@nuph.edu.ua
<https://nuph.edu.ua>