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THE SYNDROME OF PROFESSIONAL BURNOUT OF PHARMACEUTICAL WORKERS

Abstract. Recently, we can observe how the activities of pharmaceutical workers are changing. The quality and quantity of requirements for both the qualified competence of pharmacists and their personality have significantly increased. At the same time, psychological stress increased, which led to an increase in the number of stressful situations in the workplace. Pharmacists often do not pay due attention to fatigue, anxiety, irritability, but if they accumulate, they can lead to serious consequences. In this case, one of them will be considered – burnout.

Keywords: pharmacy, pharmaceutical workers, stress, professional burnout, conflict.

Strengthening the health of the population, as well as maintaining its level, is one of the most important tasks of the public health system, in which doctors and pharmaceutical workers play an important role. The doctor provides the patient with qualified medical care, and the pharmacist provides the population with safe, high-quality and effective medicines. However, pharmacists also often provide advisory pharmaceutical assistance to the population. [Tatkina, 2009: 134]



It is known that the most susceptible to emotional burnout syndrome are individuals who, due to the duty of their work, communicate with a large number of people, have high responsibility and are prone to emotional experiences.

The pharmaceutical worker has a double burden, since he acts either as a comforter or as a target for removing aggression. There may also be conflicts in the workplace, misunderstandings on the part of colleagues, various quarrels and disputes. Due to this, the psycho-emotional state suffers, the working capacity decreases and the health of the employee worsens. [<https://cyberleninka.ru/>]

The main reasons for the appearance of emotional burnout syndrome can be considered:

- a long work shift;
- the need to restrain emotions and be polite;
- inability to refuse to communicate with customers;
- workplace conflicts;
- daily contact with unhealthy people;
- insecurity from unfriendly attitude. [Konorev, 2013: 11]

The classification provides a definition of the term "burnout". Burnout is a syndrome that occurs as a result of chronic stress in the workplace. It has three characteristics: emotional exhaustion, feelings of negativity and cynicism associated with work, as well as a decrease in professional efficiency.

There is a close relationship between burnout and motivation. Burnout can lead to apathy, negative attitude to professional duty, unwillingness to meet the client or colleagues halfway. Psychological professional burnout is more exposed to people who have an increased sense of responsibility, high dedication and a rigid attitude to the workflow. [<https://cyberleninka.ru/>]

Also, the appearance of this syndrome is facilitated by a small age, lack of experience (both professional and life) and excessive demands on oneself.

The consequences of the burnout syndrome of a pharmaceutical worker can be divided into 3 main groups:



1. Behavioral: the possibility of bad habits (smoking, taking sedatives), deterioration of the quality of service.
2. Physical: hypertension, headache and muscle pain, coronary heart disease, progression of existing diseases of the employee.
3. Cognitive (emotional): anxiety, irritability, apathy, inability to concentrate, emotional exhaustion, insomnia, depression. [Konorev, 2013: 11]

A decrease in goodwill towards customers due to the appearance of emotional burnout can lead to feelings of guilt and internal conflict, which leads to a "vicious circle".

It is worth noting that the World Health Organization has included the burnout syndrome in the International Classification of Diseases as a factor affecting the state of health.

A significant role in the fight against emotional burnout is assigned to the patient. Necessary:

- defining goals (short-term and long-term) to realize that a person is on the right path;
- achieving short-term goals to increase self-esteem;
- mastering the ways of stress management - going to special trainings, reading specialized literature, learning relaxation techniques, self-programming;
- the use of "technical breaks" in work to ensure mental and physical well-being
- avoiding unnecessary competition, as it leads to the appearance of additional anxiety, aggression;
- maintaining physical fitness (exercise, balanced diet, giving up bad habits). [<https://cyberleninka.ru/>]

Conclusion. A high degree of development of emotional burnout syndrome has been established for employees of pharmaceutical organizations due to the peculiarities of their professional activities. To prevent this syndrome, you should deliberately distribute the loads, not try to be the best at everything, it's easier to treat



conflicts at work, learn to switch between different types of activities. It is also important to choose the right strategy in case of conflict situations with colleagues or clients, to form conflictological competence, to be able to manage your emotional state and thereby reduce the negative consequences of stressful situations and the development of emotional burnout syndrome.

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