

The Analysis Service Implementation By The Apotheker In Private Apotek in Padang City Online Based In 2019

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Abstract. Apotheker or pharmacist is one of the health providers who give conseling services. Preliminary studies conducted on 33 private Apotek in Padang, pharmacists who come every day only 3 from 33 Apotek. Conseling is no perfect. It is need inovation to give conselling. . Type of reserch mix quantitaff and kualitatif . Research was carried out in 33 private apotek in Padang City. The technique of determining informants used purposive sampling and data collection using in-depth interviews and observations. The results showed that pharmacy services had not been implemented properly. Apotheker who came once a week as many as 14 out of 33 pharmacies, 2 times a week 10 out of 33 pharmacies, 1 time a months 6 of 33 pharmacies. The percentage of conseling the attendance of pharmacists is mostly 18,2 % who only attend once a month , and only 42 % attend 4 times a month. Only 9% attend every day to provide pharmacy counseling services perfectly. The results of this study indicate that the pharmacist's task has not been carried out in accordance with its function as a counselor. It is expected that by using online media the pharmacist is can still serve patients in providing counselling.

Key word : Apotheker, conselor, on line media

Introduction.

Republic of Indonesia Law Number 36 of 2009 Concerning Health Article 24 Paragraph 1 states that every health worker must fulfill the provisions of a code of ethics, professional standards, health service user rights, service standards, and standard operating procedures. In recent years the concept of public health has expanded to incorporate the idea of global health. that the health community is located at a busy intersection between risk, health effects and prevention. The Health Education Professional is dedicated to excellence in the practice of promoting individuals, families, organizations, and public health. Guided by general ideals, in Health matters, Educators are responsible for upholding integrity and professional ethics where they face daily challenges to make decisions (UU RI No.36/2009).

Public health as a science and art to prevent disease, prolong life and improve health through joint efforts of the community in an organized manner, for example pharmacy services, eradication of diseases, health education, health services, and so on. This implies that preventive and promotive aspects are more important than curative in order to improve public health status. Preventive and promotive approaches are developing perfectly in the midst of society in the midst of public

awareness still dominant towards curative. The Code of Ethics for Public Health is also a challenge for how this code of ethics can change the "main-set" of the community to emphasize preventive, promotive aspects in the daily health of the community.

One type of health worker who also plays a role in public health services is pharmacy staff such as pharmacists. Pharmacists by the International Pharmacy Federation (IPF) are defined as the willingness of individual pharmacists to practice pharmacy in accordance with applicable rules and fulfill pharmacy competency and ethical requirements.³ Every act of the pharmacist has a liability that is scientifically and legally accountable. Pharmacists practice pharmacy in pharmacy service facilities such as pharmacies, hospitals, health centers, drug stores or joint practices (Kwando: 2014). Pharmacy services is one part of health services, and pharmacists are authorized to carry out these services in various authorities, one of which is providing counseling. The International Pharmaceutical Federation (IPF) defines pharmacists as the choice of individual pharmacists to practice pharmacy in accordance with applicable rules and fulfill pharmaceutical competency and ethical requirements.

Pharmacists are health workers who thoroughly carry out pharmacy practice management. Pharmacists in pharmacies should manage pharmacies as a whole, starting from planning, organizing, implementing and monitoring. Even pharmacists are also required to conduct direct counseling on the community in improving health services in accordance with their knowledge. In pharmacy services pharmacists have predetermined standards so that people are expected to receive good quality health services. Pharmacists are one of the health workers who deal directly with patients, but the fact is often found that pharmacists are not in their practice. Pharmaceutical management should be carried out by the person concerned, but in reality this is not the case. In terms of legal responsibility, all the authority in the pharmacy is in the hands of the pharmacist. Pharmacy Management License (SIPA) belongs to the pharmacist, which he obtained after attending pharmacy training, competency tests, obtaining a Pharmacist Registration Certificate. Various things cause not the overall obligation or authority of the pharmacist to do it. In fact, the presence of pharmacists at the Padang pharmacy is very low. This is why it is so important in making efforts to improve pharmaceutical services, and finding solutions to how pharmacists can carry out their duties perfectly, Every act of the pharmacist has a liability that is scientifically and legally accountable. Pharmacists practice pharmacy in pharmacy service facilities such as hospitals, health centers, pharmacies, drug stores or joint practices.

In line with the legislation and the development of science and technology and the demands of patients and the public to improve the quality of pharmacy services, requires an extension of the old product-oriented paradigm to become a new patient-oriented paradigm with the philosophy of pharmaceutical services known as *pharmaceutical care*. (Permenkes no.73/2016 dan Permenkes 74/2016). The change in the Pharmaceutical care paradigm or pharmaceutical care is a pattern of patient-oriented pharmaceutical services. Pharmacists not only as drug managers but also include the implementation of providing counseling services, drug information, education to support the correct and rational use of drugs and monitoring drug use to find out the final destination, as well as the possibility of medication errors (Permenkes No 9 /2017). Many studies prove the effectiveness of providing information and providing counseling by pharmacists. Giving counseling and information to patients is very useful to improve compliance and prevent failure of patient drug therapy.

According to community pharmacy service standards, information that should be obtained by the patient include the efficacy of the drug, duration of drug use, method of storing drugs, possible side effects, actions if there are side effects, actions if there is a wrong dose, drug restrictions for certain diseases and dietary restrictions when taking medication that should be given by the pharmacist and is the patient's right. So the information obtained by patients is not only the price of drugs, the ways and rules for using drugs. Complete and clear information will reduce the risk of a medication error.

In line with the development of patient-oriented services, based on Minister of Health Regulation No. 73 of 2016 the standard of apoetekes services is increasingly widespread, not limited to the management of all pharmaceuticals and medical devices but is increasingly developing towards clinical pharmacy by providing counseling to the public. The purpose of this study was to develop a model for the implementation of tasks and functions of apoeker at the pharmacy in the city of Padang based on line.

Literature Study

From the survey of the presence of pharmacists in private municipal pharmacies, it was found that research on pharmaceutical services in the city of Padang had been carried out by Monita (2009) with the result that pharmaceutical services in the city of Padang have not been implemented properly. Furthermore, the research was Dwi Dominica (2015) with the result that the percentage of pharmacists' attendance at the pharmacy in Padang City was 58.67% and still categorized as lacking, if the presence of pharmacists increased, the service level would increase (Mulya Gustina; 2017) Other studies conducted in Jakarta, Yogyakarta and Makassar shows that the information obtained by patients is mostly limited to drug prices, methods and rules for using drugs. This means that pharmacy services are still product oriented, not patient oriented. Pharmaceutical Service Standards are benchmarks that are used as guidelines for pharmacy personnel in organizing pharmaceutical services. Pharmaceutical Services is a direct and responsible service to patients related to pharmaceutical preparations with the aim of achieving definite results to improve the quality of life of patients. Drugs that reach patients, are written by doctors from the results of diagnosis through prescriptions, namely written requests from doctors or dentists, to pharmacists, both in paper and electronic forms to provide and submit drugs to patients in accordance with applicable regulations..

Management of pharmaceutical preparations, medical devices, and medical consumables, planning, procurement, receipt, storage, destruction, control, and recording and reporting. Clinical pharmacy services include prescription studies, dispensing, drug information services (PIO), and counseling. Clinical pharmacy services also develop into pharmaceutical services at home (home pharmacy care), drug therapy monitoring (PTO), and monitoring drug side effects (MESO). Develop on line media with a variety of suitable applications, the community can utilize the appropriate application. For things that are general in nature, you can open the web, WA, Ed mdo, or the appropriate on line application.

At pharmacies that serve clinics, there is an emergency, pharmacists must communicate directly with patients in terms of pharmaceutical counseling klins. Apart from all this which is very important, pharmacists must always improve their abilities in pharmacy pharmacy, and coordinate with medical personnel. However, the decision of disease diagnosis and administration of drugs is the authority of medical personnel.

Research methods

The research method is mix quantitaive dan qualitative approach using data observation methods and interviews. Observations were taken from 33 private pharmacies surveyed or technical pharmacis, the method used in the interview. Solution development model with several alternatives offered. Standards still refer to Permenkes Nomor 73 Tahun 2016.

Results and Discussion

From the results of a survey conducted on 33 pharmacy samples from 200 pharmacies (6) in Padang City, West Sumatra, it was found that 42% (14 pharmacies) pharmacists managing pharmacies only came 1 time / week, 30.3% (10 pharmacies) managing pharmacists pharmacies only come 2 times / week, 18.2% (6 pharmacies) pharmacists managing pharmacies only come 1 time / month, 9% (3 pharmacies) pharmacists managing pharmacies only come every day, From the practice of pharmacy, also the reality of pharmacists come mostly also do not provide counseling, see table 1..

Table 1: Presence of Pharmacists at the Pharmacy

Presence	% presence	Counseling	According to standard	How Counseling
1 time / a week	42 %	yes	no	directly
1 time / a week	30,3 %	yes	no	directly
1 time / a month	18,2 %	85 %	no	directly
every day	9 %	yes	yes	directly

Most of the workers who carry out pharmacy work at the Pharmacy are technical personnel of pharmacy or drug-taking assistants. This research focuses on the services of a pharmacist to its patients, so that they are more focused on the quality of services to patients, explanation of side effects, reducing the impact of poly pharmaceuticals, drug side effects and so on.

Regarding the descriptive data obtained, the presence of pharmacists is still far from expected, so the formulation of the problem of this research is how to develop a counseling service model at the Padang City Pharmacy on line online in 2019. From the many pharmacist assignments in pharmacies to pharmacy management carry out clinical pharmacy and other tasks according to Minister of Health Regulation No. 73 of 2016, this study is limited in scope to providing counseling to patients. The model used is adapted to the characteristics of the variety of patients, the variety of diseases, and the variety of side effects of the drug and the case situation of the patient.

Taking into account table 1 data, only 9% are known to attend every day at the dispensary, is it in accordance with the standard? Has the pharmacist provided counseling to the community ?, or is it limited to information on how to use, taken before or after meals. Even though the pharmacist should give a perfect explanation to the explanation of the side effects of the drug, the existence of polypharmacy, it is rational or not. The existence of a pharmacy that includes hours of consultation, is usually ready to serve patients, but it still seems not fully implemented because there is no patient trust.

From observations and in-depth interviews with 5 pharmacists, the results of coaching for pharmacist functions to be in accordance with the standard have been obtained. Proven the existence of coaching by involving the central management of IAI, Regional Administration of West Sumatra Province and Regional Administrators of the Municipality of Padang. There is a PD IAI Hisfarsi Workshop on Peel Completed the Assessment Element of Pharmacy and Drug Use Services, Service with POM Padang Central Office with a trial sample with a Car Around BBPOM Padang. The existence of guidance from the Health Office to the field shows that each agency has

carried out its functions. Examples of the implementation of the Pharmacist function by BBPOM officials regarding good management and the full right to the Pharmacist to foster their pharmacy, direct counseling to patients and the participation of pharmacists is very calculated by the Owner of Pharmacy Facilities. Even so, not all Pharmacy Facility Owners (PSAs) provide an opportunity for their pharmacists to manage their pharmacies. This makes the pharmacist lazy to come to the pharmacy. "I am lazy to go to the pharmacy, because I just signed the Order Letter." There is a sense of reluctance from the PSA to hand over the management of pharmacies to Pharmacists. "All the pharmacy capital from me," said the PSA

From the survey of the role of pharmacists in counseling to the community, it is a mandate of the 2016 Health Ministerial Regulation 73 which should be done. In the transition to be perfect it was sought to develop an information technology-based model based on line. The growth of internet usage is very rapid as illustrated in the picture below.



Figure 1: Growth of Internet Usage (Source: APJII Survey 2017)

In Minister of Health Regulation No. 73 of 2016, counseling is possible both orally and in writing and uses information technology. In line with the development of the Industrial Revolution 4.0 service to customers was more oriented towards clients. The arrangement of Pharmaceutical Service Standards at the Pharmacy aims to: improve the quality of Pharmaceutical Services; guarantee legal certainty for pharmaceutical workers; and protect patients and the public from irrational use of drugs in the context of patient safety (patient safety)

Conclusion

From the results of the discussion of the use of pharmaceutical technology can be used with regard to several things. First counseling through online media is prioritized for cases of drug administration for acute cases that are not serious and not serious and chronic. For non-emergency and non-emergency cases, counseling can be served automatically. Patients can have their own account and use it as needed, such as Instagram, WA, ed Modo, and others. Pharmacists can make special schedules to open opportunities for chat. For patients who are emergency and emergency, pharmacists must serve directly and help to take solutions by other personnel at health facilities

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