

Abstract

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Title of diploma thesis: Health promotion in community pharmacy

The main aim of this diploma thesis is the evaluation of the questionnaire survey among the pharmacists in a relation to the alternative approaches to the health care, and the evaluation of the obstacles that are hindering greater development of these approaches.

The theoretical part describes issues connected with health and health promotion. The next part is focused on alternative approaches to health, describing human as a whole being and relationship being, complementary and alternative medicine, and on describing traditional Chinese medicine.

The research part is describing initial conditions for the implementation of the questionnaire survey and describes information resulting from this survey divided into several different aspects (city size, age category of respondents, length of their experience etc.).

In the discussion part, the theoretical part is summarized that the bio-psycho-social approach is developed by the psychosomatic medicine. This integral view coincides with the initial definition of health, respectively with the intent described in WHO Constitution. Psychosomatics was included into superstructure disciplines in the Czech Republic by the Decree of the Ministry of Health No. 286/2013 Coll. Treatment of chronic illness is very expensive and represents considerable financial burden. Number of patients with these kind of illnesses is still growing, up to 40 % of all patients coming to see doctors and pharmacies. The discussion part also focuses on the issue of pharmacists' education and their further specialization.

Furthermore, the discussion part summarizes the findings from the research done between the pharmacists. Emphasis is placed on the obstacles in the provision of consulting, respondents' recommendation, as well as on the education the pharmaceutical staff.

The conclusion of the thesis is devoted to the development of alternative approaches to the health care and its positive influence.