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**ФАРМАЦЕВТИЧНА ОСВІТА,
НАУКА ТА ПРАКТИКА:
СТАН, ПРОБЛЕМИ,
ПЕРСПЕКТИВИ РОЗВИТКУ**

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ІМЕНІ О. О. БОГОМОЛЬЦЯ
ФАРМАЦЕВТИЧНИЙ ФАКУЛЬТЕТ

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People with moderate to severe psoriasis, as well as those who do not respond well to other types of treatment, will need oral or injectable drugs. Many of these drugs have serious side effects. Doctors usually prescribe them for a short time.

Light therapy. Ultraviolet (UV) or natural light is used to treat mild to moderate psoriasis. Sunlight kills overactive white blood cells that attack healthy skin cells and cause them to grow rapidly. In order to receive high-quality symptomatic treatment, you need to see a doctor at the first symptoms.

Conclusions. According to the State Register of Drugs, 15 items of psoriasis therapeutic agents were registered in Ukraine, including: 9 items of adalimumab, 4 items of etanercept, and one each of infliximab and ustekinumab. Psoriasis drugs are available in 5 dosage forms.

DEVELOPMENT OF A MARKETING RESEARCH CONCEPT FOR OPTIMIZING THE PROVISION OF EFFECTIVE AND AFFORDABLE BINDING MEANS

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Introduction. The increase in general and chronic morbidity of the population has led to an increase in the number of surgical interventions, the most frequent and serious complications of postoperative development are purulent-inflammatory diseases of soft tissues, local purulent complications and other skin injuries that do not heal well. The situation is complicated by an increase in the resistance of purulent microflora to antibiotics and a decrease in the resistance of the human body. An important stimulus was the fundamental research of the pathogenesis of the wound process and the identification of features of its course, the development of research in the field of creation of innovative dressing materials (PM) with a directed effect on the course of the wound process.

A significant step in the field of creation of innovative PM and surgical materials (XM) was the use of polymer bases and new manufacturing technologies. This has led to a significant diversification of the assortment of these medical products on the pharmaceutical market, and therefore to the expansion of the possibilities of pharmacy organizations in providing pharmaceutical services. Annually, the volume of PM sales in value terms is approximately 10 % of all pharmaceutical products.

For medical organizations with surgical departments, expensive imported innovative PM and HM becomes problematic due to limited budget funding. Solving such a problem is possible thanks to the optimization of the assortment by replacing imported products of the new generation with domestic analogues with pharmacological effectiveness, more competitive in terms of cost, which will allow managing the allocated financial resources. For this purpose, in-depth studies of the

state of the pharmaceutical market of PM and HM for the treatment of surgical patients and the development of a set of measures for assortment management are necessary.

The purpose of the study. The purpose of the study is to substantiate and develop the concept of marketing research, which contributes to the optimization of the provision of effective and affordable dressings.

Research methods. The methodological basis of the study was made up of the main provisions of the theory of marketing and management, the principles of systematic, logical analysis, the regional approach to the study of the modern state of providing the population with pharmaceutical products, the work of leading scientists in the field of medicine and pharmacy.

In the research process, the following methods were used: logical, systemic and structural analysis, economic and mathematical (comparison, grouping, collective expert evaluation, analytical alignment along a straight line, least squares, trend, ranking, normative, value), sociological (questionnaires, interviews), content analysis, methods of statistical and computer data processing.

The objects of the study were: regulatory and legislative documents regulating the procedure for providing pharmaceutical assistance; data from 225 questionnaires of expert groups of doctors and surgeons; 50 medical histories and outpatient charts of operated patients; reporting documents of 50 pharmacy institutions.

Results. The study included the analysis of demographic and medical and social indicators of the population; activities of medical centers that provide surgical assistance to the population; the current state of the PM pharmaceutical market; consumption and needs in PM. Of the registered PM assortment items, 30 % are PM for surgery, of which dressings (84 %) predominate, mainly intended for I (57 %) and II (25 %) phases of the wound process, and films (12 %). The share of suture materials is 37 % of the registered positions of HM. 50 % of registered PM, 94 % of registered suturing surgical material (SHHM) are in circulation on the market. In the structure of the assortment of surgical PMs, the largest market share (more than 60 %) is bandages, two-thirds of which are intended for the I and II phases of the wound process. In connection with the high significance for the surgical service of surgical PM and SHHM, further studies were conducted for these types. The study of the main marketing indicators of the use of the assortment on the market by the share of innovative products shows that 100 % of the groups of napkins, 80 % of bandages, 94 % of sutures are represented by new generation products, which cannot be noted for films (48 %). It has been established that the market is completely or almost completely equipped with registered spongy, hydrocolloid and lipidocolloid dressings, napkins, SHHM. There are no emulsion and film bandages on the market.

Surgeons from hospitals, oncology dispensaries and polyclinics were involved in conducting a collective medical expert assessment, which are being studied as experts. The number of experts was 225. Of them, 80 % of surgeons are general practice surgeons, 43 % of doctors have 10-20 years of experience in health care, including surgery; 3 % of doctors have an academic degree of candidate of sciences, 77 % are specialists with the highest and first qualification category. 27 % of surgeons

are classified as specialists of high, 42 % – of medium competence, a total of 155 people; in further research, we took into account exactly their opinions.

Conclusions. The result of the processing of expert evaluations was the formed optimal assortment with high efficiency, safety, frequency of use, used in various phases of the wound process, availability on the market, affordable.

DEVELOPMENT OF A STRATEGY FOR INCREASING THE SOCIO-ECONOMIC EFFICIENCY OF PHARMACY WHEN DISPENSING MEDICINES USED IN THE PROCESS OF SELF-MEDICATION WITHOUT A PRESCRIPTION

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Introduction. With the development of the process of responsible self-medication and the growth of the over-the-counter drug market, the role of the pharmaceutical worker is increasing. The question of recommending these drugs to patients should be decided based on the criteria of effectiveness, safety and their economic availability. This becomes possible when using pharmacoeconomic approaches, which can be the basis not only for justifying the choice of drugs, but also allow for the formation of a rational list, which will ultimately lead to the improvement of the over-the-counter dispensing system.

The purpose of the study was to develop pharmacoeconomic approaches to improving the system of over-the-counter medicines used in the process of responsible self-medication.

Research methods. A systematic approach to solving specific research tasks is used as a scientific research methodology.

The objects of the study were pharmacy organizations of various organizational and legal forms, outpatient polyclinic institutions that operate in large cities.

In the course of the study, methods of systematic, comparative, retrospective, pharmacoeconomic analysis, mathematical-statistical and sociological research methods were used. Statistical, economic and other information was processed and analyzed using modern computer technologies.

Results. The analysis of the literature showed that the use of over-the-counter drugs by patients in the process of responsible self-treatment includes rational and economic aspects on the one hand, the use of over-the-counter drugs for the patient should be effective and safe, on the other hand – economic, that is, when choosing a drug that can be used for self-medication, it is necessary to evaluate it from the point of view of obtaining maximum benefit and minimum risk.

With the help of retrospective, structural and statistical analyses, an audit of professional pharmaceutical recommendations and actual consumer preferences in the use of over-the-counter drugs in the process of responsible self-treatment of certain