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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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DEVELOPMENT OF THE OPTIMIZATION MODEL OF PHARMACEUTICAL ASSISTANCE TO NEUROLOGICAL PATIENTS AT THE REHABILITATION STAGE

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Introduction. Over the past fifteen years, the medical care of neurological patients in the conditions of sanatorium-resort rehabilitation has undergone fundamental changes. Medical care of sanatorium-resort patients cannot be considered separately from the changes that have occurred in society, as they have led to significant changes in the functioning of sanatorium-resort institutions, associated with the absence of state subsidies and fierce competition on the market. Previously, the issue of medical support for neurological patients undergoing sanatorium treatment in market conditions was not considered. In this regard, research on optimizing medical care for this category of patients based on the study of factors affecting the quality and effectiveness of their sanatorium rehabilitation is relevant.

The purpose of the study. The purpose of our study was to develop a model for optimizing medical care for neurological patients at the stage of sanatorium-resort rehabilitation, taking into account the motivated behavior of consumers.

Research methods. The methodology of the research consisted of the main provisions of the theory of marketing and management, as well as the principles of system analysis and the regional approach to the study of medical care for sanatorium-resort patients suffering from diseases of the nervous system. The objects of the study were sanatorium-resort institutions, pharmacy organizations that provide medicinal products for sanatorium patients. The source information was: statistical materials, medical histories of neurological patients, materials of interviews and questionnaires of experts (neurological doctors), data of sociological surveys of drug users in sanatoriums. In the research process, the following methods were used: methods of logical, marketing analysis; statistical (correlation, hierarchical cluster, graphic, etc.), sociological research methods and expert assessments, modeling, observation and grouping methods. Data processing was carried out on a personal computer using the programs Microsoft Office Word 2007 and Microsoft Office Exel 2007, as well as the Statistica package.

Results. Research on the optimization of medical care was conducted on the example of neurological patients on the basis of sanatorium-resort institutions. In state sanatoriums, which make up 55 % of all, the procurement of medicines and medical products is mainly carried out centrally (80.0 %) on a tender basis, within the framework of budget financing, the rest is decentralized, based on the results of price quotations, at the expense of funds from commercial activities of sanatoriums. Every fourth sanatorium has its own pharmacy organization in its structure, which is involved in the supply of medicinal products to sanatorium-resort patients. The rest of the purchase of pharmacy products is carried out through medical supply departments.

Taking into account the revealed heterogeneity of sanatoriums, their typology is expedient. For its implementation, methodical approaches were developed, according to which, by the method of hierarchical cluster analysis, out of 19 specialized in the rehabilitation of neurological patients, on the basis of 10 dominant signs, which are not related by correlation dependence, 4 clusters were selected; 3 sanatoriums as atypical were not included in any cluster.

The study of data from the histories of diseases showed the heterogeneity of the structure of nervous diseases depending on the typology of the sanatorium. In the "sanatoria-clinic" typology, patients with vertebral vascular pathology (24.0 %), dyscirculatory encephalopathies (20 %) and chronic disorders of cerebral blood circulation (18.0 %) are most represented. In the sanatoriums of the "boarding house" typology, almost all nosologies are represented, in various types of osteochondrosis and polyradiculoneuritis (49 %) lead the structure of diseases. "Hospital sanatoriums" have a narrower profile and mainly specialize in the treatment of osteochondrosis (73 %). Patients with chronic disorders of cerebral blood circulation (11 %) also recover their health here. In institutions of the "sanatorium-hotel" typology, probably due to the presence of a good medical and diagnostic base, the structure of patients is heterogeneous, although mostly they are people suffering from various types of osteochondrosis (57 %) and vegetative-vascular dystonia (14 %).

Conclusions. In accordance with methodological approaches, the study of the assortment by the degree of its influence on the financial volumes of purchases (ABC-analysis) and the expert assessment by the degree of importance (VEN-analysis) were carried out in parallel, then the results were combined.

EFFICIENCY OF APPLICATION OF PHARMACOECONOMIC ASSESSMENT IN THE PROCESS OF DEVELOPMENT OF NEW MEDICINES

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Introduction. The growth of the development of the pharmaceutical market, the high rate of growth of drug prices, the shortage of domestic innovative drugs, the need for effective spending of budget funds and the social importance of the drug market necessitate thorough research and identification of problems in bringing innovative drugs under development to the market. Currently, science as an object of management is becoming more complicated, as it is not only a source of new knowledge, but its strategic importance for the socio-economic development of the state and ensuring national security is growing. In all developed countries, the state continues to play a key role in regulating the sphere of scientific developments and innovations, including in the pharmaceutical industry. The relevance of the research topic is determined by the need to solve a whole set of problems that prevent the introduction of innovative