



# МАТЕРІАЛИ

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

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ІМЕНІ О. О. БОГОМОЛЬЦЯ  
ФАРМАЦЕВТИЧНИЙ ФАКУЛЬТЕТ

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

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# IMPROVING THE QUALITY OF WAREHOUSE PHARMACEUTICAL AID TO THE POPULATION

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**Introduction.** Research on the effectiveness of using informational marketing strategies to stimulate pharmacy sales as a competitive advantage has so far been conducted in an insufficient amount and, mainly, only in the central regions of the country. At the same time, over-the-counter drugs were taken into account, the group of essential and most important drugs, which is one of the main groups of pharmacy products, did not fall into the field of view of the researchers. In connection with that, until now such studies have not been conducted, so the above determined the choice of the topic, goal and task of the study.

**The purpose of the study.** The purpose of our research is the development of an organizational and functional model of using information flows as a marketing tool to increase the efficiency of the pharmacy institution (organization) and increase the quality of pharmaceutical care for the population.

**Research methods.** The basis of the research methodology is a systematic approach to the analysis of system connections and structural characteristics of information flows of the pharmaceutical market, taking into account the current legislative and regulatory acts in the management system and economy of health care of pharmacy. The objects of the study were the activities of pharmacy institutions (organizations), segments of the pharmaceutical market in the field of medical supply at all levels. The initial information served as: regional, statistical and reporting data of pharmacy institutions (organizations), submitted in the established order, as well as data from questionnaires filled out by pharmacy workers and the population. The following methods were used in the research process: systematic approach, comparative, expert, structural and logical analysis, modeling, direct and selective observation, analytical grouping of data, sociological research methods, mathematical and statistical and other methods.

**Results.** Based on the principles of marketing, the current state of the pharmaceutical market was studied and it was established that it consists of three main segments: commercial, hospital and state. It was revealed that the domestic pharmaceutical market is quite interesting for foreigners, and the reasons for loyalty, which are mainly related to the promotion of medicines on the market, were determined. The types of the process of introducing and promoting a new medicinal product to the pharmaceutical market are defined: introducing an innovative drug that has no analogues and competitors to the market; bringing the market of the drug into the segment where there is a presence of competitors. It was found that the main niche in the promotion of prescription drugs is occupied by medical representatives of companies that produce pharmaceutical products (50-80 %). The system of informational communication flows in the pharmaceutical market is theoretically

substantiated, represented by subsystems: communication, promotion, target audience, which include pharmaceutical market subjects in relationships: pharmacy institutions, intermediate and final consumers.

Using the theory of gaps, a study of informational communication flows at the level of pharmacy organizations was conducted, four types of gaps were identified (a gap in knowledge, a gap in standards, a gap in service, a gap in communications).

**Conclusions.** The conducted research makes it possible to develop an organizational-functional model for the use of informational communication flows and scientifically based recommendations for marketing research of information technologies, which make it possible to increase the efficiency and competitiveness of pharmacy institutions.

## **INCLUSIVE LEADERSHIP IN THE PROCESS OF CONTINUOUS PROFESSIONAL DEVELOPMENT OF PHARMACISTS**

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**Introduction.** Inclusive leadership theory is a relatively new leadership theory that has emerged in response to new challenges in a multicultural global environment. This leadership theory is based on studying psychology and using a humanistic approach in interacting with various stakeholders. The theory of inclusive leadership can be used in multiple areas of professional activity, including the education system. The construction of the learning process, especially in the postgraduate educational system, should consider the level of professional development, professional interests, life-work balance, motivation, financial incentives, etc. «Regulations on the system of continuous professional development of medical and pharmaceutical workers» have been in force in Ukraine since 2022, and the issue of providing various opportunities for improving professional competencies among pharmacists is becoming increasingly relevant. Various online portals have gained popularity to provide opportunities for continuous training and development of pharmaceutical professionals. Thus, such opportunities are provided by pharmaceutical companies, pharmacies, institutions of higher education, and public organizations.

**The purpose of the study.** Analysis of approaches to implementing the inclusive leadership model in the system of continuous professional education of pharmacists.

**Research methods.** Literature review, content analysis, logical analysis.

**Results.** The inclusive leadership model consists of three sequential components: antecedent conditions, inclusive leadership behaviors, and outcomes. In turn, each component has its characteristics.

Thus, antecedent conditions consist of three components:

- leader characteristics,