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на тему:

**ОБГРУНТУВАННЯ РОЗРОБКИ ЛІКАРСЬКОГО ЗАСОБУ ДЛЯ
ПРОФІЛАКТИКИ ГОСТРИХ РЕСПІРАТОРНИХ ВІРУСНИХ
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ЗМІСТ

Перелік умовних скорочень	3
Основна частина	
Вступ	4
РОЗДІЛ 1. Сучасний стан досліджень противірусних лікарських засобів і дисперсних лікарських форм	8
РОЗДІЛ 2. Етапи дослідження, об'єкти, матеріали та методи	26
РОЗДІЛ 3. Маркетингові дослідження в рамках вивчення ринку і факторів, що впливають на обсяг і структуру споживання противірусних лікарських препаратів	29
РОЗДІЛ 4. Розробка складу назального спрею	33
Висновки	43
Список використаних джерел	44
Анотація англійською мовою (Summary)	52
Додатки	

ПЕРЕЛІК УМОВНИХ СКОРОЧЕНЬ

FDA -	Управління з контролю за продуктами і ліками США
GMP -	Належна виробнича практика;
ISO -	Міжнародна організація стандартизації;
WHO -	Всесвітня організація охорони здоров'я;
RSD -	Відносне стандартне відхилення;
ATX -	Анатомо-терапевтично-хімічна класифікація;
АФІ -	Активний фармацевтичний інгредієнт;
ГЛЗ	Готовий лікарський засіб;
ДФУ -	Державна фармакопея України;
ЄФ -	Європейська фармакопея;
ЛФ -	Лікарська форма;
МВ -	Морська вода;
МКЯ -	Методи контролю якості;
МС -	Морська сіль;
НТД	Нормативно-технічна документація;

SUMMARY

Actuality of theme. Viral infections occupy a leading place in the general structure of infectious pathology. The incidence of viral infections increases every year, as well as new viruses and viral diseases. Among viral diseases, influenza and SARS account for the largest share. In the world, up to 500 million people fall ill with influenza and SARS every year, and in Ukraine - up to 10 million people. They are characterized by complications both during the period of the disease itself (the respiratory system is most often affected (in the form of pneumonia) and the number of cardiovascular diseases increases) and after the infection. Such complications can lead to death. Treatment of influenza and its complications leads to high costs in the health care system, which adversely affects the country's economy.

The arsenal of drugs used to treat influenza and SARS is characterized by great diversity, but most of the drugs are produced by foreign manufacturers and are expensive, so the development of domestic antiviral drugs is an urgent task. It is also important that many viral infections are characterized by high levels of contagiousness and continuous variability. The greatest interest is in new effective medicinal preparations for the treatment and prevention of influenza based on plant components. In this regard, the work on the creation of innovative medicinal forms with medicinal plant raw materials is of interest. However, an equally important direction is the prevention of viral infections. Among the dosage forms used for the prevention of influenza, nasal sprays are the most interesting [9]. Many works are devoted to the development of the composition and technology of obtaining sprays. Therefore, a nasal spray containing components of plant origin of the non-pharmacopoeial type and other excipients is an urgent task for pharmaceutical practice and requires marketing research.

Purpose and tasks. The purpose of the qualification work is to conduct marketing research of the pharmaceutical market of antiviral drugs, justify the stages of creating a new dosage form of antiviral action, and develop the composition. It was necessary to solve the following tasks:

1. To analyze and summarize data from the literature on the current state of research on antiviral drugs and dispersed dosage forms.
2. To determine the factors affecting the volume and structure of consumption of antiviral drugs.
3. Conduct marketing research of the pharmaceutical market of antiviral drugs.
4. To study the pharmaceutical market of dosage forms for nasal use.
5. To substantiate the experimental composition of the nasal medicinal form of therapeutic and preventive action with an antiviral effect.

Research methods. The research methodology is based on three research stages: information-search, analytical and experimental-standardization. The sources of information were: data from foreign and domestic literature, normative - legislative acts, domestic and foreign pharmacopoeias; statistical reporting on the incidence of influenza and acute respiratory viral infection (ARVI); questionnaires of consumers and workers working in pharmacies.

The methods used were: collection, analysis and synthesis of information, typology, structural analysis and logical reasoning; statistical methods: retrospective analysis, "moving average", "interval consolidation", determination of the average growth rate; ABC analysis.

Statistical processing of the obtained data was carried out using the Microsoft Office Excel 2007 program.

Research results. The results of the analysis of the market of antiviral drugs were obtained, the analysis of the incidence of influenza and SARS was carried out, and the patterns in the dynamics of the incidence were revealed. For the group of antiviral drugs for the treatment and prevention of influenza and SARS, the assortment management methodology was developed, the assortment indicators (coefficients) were calculated, the integral indicator of the assortment management in the pharmacy network was calculated, the assortment policy was evaluated and ways of its optimization were proposed. For the first time, on the basis of experimental data, the optimal pharmaceutical composition of the nasal dosage form

of therapeutic and preventive action was substantiated and proposed.

Conclusions. The theoretical significance of the work lies in the development of modern scientific and methodological approaches to the creation of a therapeutic and preventive antiviral drug based on marketing research by pharmacists.