

CONCEPTUAL MODELING OF PHARMACEUTICAL CARE FOR MIGRAINE PATIENTS

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In modern medical practice, headache is among the most frequent complaints when patients apply to outpatient and polyclinic medical organisations. In this case, migraine and tension headache are diagnosed in approximately 80% of cases. According to world statistics, the most common primary cephalgia is tension headache, the second most common is migraine. According to WHO data, migraine ranks 12th in women and 19th in men in the list of diseases that disrupt social adaptation of patients to the greatest extent.

The aim of the work was to analytically identify the peculiarities of pharmaceutical care for migraine and tension headache patients and to develop organisational and economic models in the system under study.

The study of pharmacoepidemiological aspects of pharmaceutical care has proved the widespread prevalence of headache among the population both globally and nationally: among the main types of pain of various localisations, headache is in the fourth place. Complaints of headaches are present in half of the adult population of the world. In Ukraine, tension headache affects about 80% of the population, and migraine - about 14%, and there is a steady trend of increasing morbidity.

To identify the presence and sources of the problem of providing effective pharmaceutical care to the studied category of patients from the position of intermediate consumers, we conducted an a priori study using content analysis of sources of special scientific information and sociological methods (questionnaire and interviewing of neurologists). More than 80% of the respondents (highly qualified neurologists) noted that the number of patients with headache complaints in the study region has been steadily increasing over the last 5 years. More than half of the respondents pointed out the importance of such factors as increasing patients' awareness of the disease and necessary lifestyle, including by attending "headache schools"; 2/3 of them consider information about medicines to be insufficient; about 80% of them see reserves in improving the efficiency of medical and pharmaceutical care in expanding the range of medicines and reducing their prices.

Initially, we studied the migraine treatment tactics used by physicians and identified the groups of drugs used. It was found that three tactics are generally used in the treatment of migraine: 1) behavioural therapy (lifestyle recommendations); 2) prophylactic treatment; and 3) attack management. The most common tactic is 'seizure control'.

The predominantly used drugs include analgesics (more often over-the-counter from the group of non-steroidal anti-inflammatory drugs), as well as triptan drugs. As a result of the marketing analysis, the following features of the domestic market of non-steroidal anti-inflammatory drugs have been identified: there are more than 210 trade names of the group of non-steroidal anti-inflammatory drugs on the market, which are produced by about 200 companies; high growth rate in monetary terms (on average, 18.6%); 90% of sales are made through pharmacies, with a significant part of drugs belonging to the prescription; the main sales volume falls on the mid-price

segment ('from 100 to 300 UAH' per package); this is the market of mid-price segment ('from 100 to 300 UAH' per package). 'This is the market of generic drugs, original drugs occupy only 1/4 of the segment; the market is represented mainly by imported drugs (the top ten are exclusively foreign drugs).

Thus, a sufficiently high need of domestic modern medical practice in optimisation of pharmaceutical care for migraine and tension headache patients was revealed, the structural components of the presence of this problem (results of scientific research, pharmacoepidemiological data, results of a priori research) were identified, which allowed to determine the degree of scientific development of the research topic, to prove its relevance and to form the information basis of conceptual modelling.