

PHARMACEUTICAL CARE FOR GASTROENTEROLOGICAL PATIENTS

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Relevance. The healthcare strategy, which is currently a priority, is to increase the average life expectancy of the population and maintain at the proper level such an important indicator of the well-being of the population of Ukraine as "health". Digestive diseases occupy one of the first places among the morbidity structure of the population of Ukraine.

The number of cases of gastroenterological pathology in patients, the tendency to chronic recurrent course and, as a result, the deterioration of the quality of life of patients, determines its social significance in the structure of the healthcare system. An individual approach to drug treatment and improving the quality of life of patients with a specific pathology are included in the concept of modern pharmaceutical care, which includes two aspects: medical care for the population and information support for specialists and consumers of medicines.

A significant expansion of the range of medicines for the prevention and treatment of digestive diseases due to the update of the segment of reference and reproduced drugs significantly complicates the timeliness of updating the information resource. The rapid growth of the information flow about gastroenterological drugs slows down the process of targeted information transfer from specialists to consumers, which can lead to a decrease in the quality of pharmaceutical care for patients and information satisfaction of specialists and consumers of gastroenterological drugs.

The solution to these issues is facilitated by the search for effective directions for optimizing pharmaceutical care for gastroenterological patients. At the same time, the current issues of determining the priority areas for improving pharmaceutical care for gastroenterological patients and developing methodological solutions for their implementation have not been the subject of scientific research to date. The above-mentioned determined the choice of the research topic.

Results. At the initial stage, an assessment of the state of medical and pharmaceutical care for gastroenterological patients was carried out, which is the first direction of the process of optimizing pharmaceutical care. Processing of medical statistics data revealed a high prevalence of digestive tract pathology and a tendency to increase gastroenterological morbidity. During the marketing analysis of the gastroenterological medicinal products market, it was established that there is sufficient assortment coverage of drug therapy for gastroenterological patients: the studied group of gastroenterological medicinal products on the pharmaceutical market is represented by 551 trade names and 152 international non-proprietary names. Gastroenterological medicinal products of domestic production prevail (57%).

Conclusions. As a result, for the first direction of optimizing pharmaceutical care, two components of the scientific justification of the priority of this direction were identified: determining the level and structure of the incidence of gastroenterological pathology, as well as assessing the range of pharmacotherapy coverage and satisfying consumer requests for gastroenterological medicines.