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TENDENCE OF DEVELOPMENT OF THE PHARMACY CHAINS IN KYIV

Eiben Hanna

PhD, Associate professor

Department of organization and economics of pharmacy

National O.O.Bohomolets Medical University

Kyiv, Ukraine

Slipchuk Valentyna

Doctor of Sciences in Education, Professor

Department of Medical and General Chemistry

National O.O.Bohomolets Medical University

Kyiv, Ukraine

Abstract: the dynamic development of the pharmaceutical sector in Ukraine causes the increasing of pharmacy chains, most often private, and actualizes the importance of quality assurance of medicines. Research goal of our study to determine the tendence of development of pharmacy chains in Kyiv

Keywords: quality, pharmaceutical assistance, pharmacy chains, personal drug, development of drug production, Ukraine.

The chain of subjects of pharmaceutical activity in Kyiv is the largest in Ukraine by quantity. Grouping, the statistical, structural methods as well as methods of marketing analysis of the pharmaceutical market were used. The data of the State Service of Ukraine on Medicines and Drug Control and of the domestic analytical system «Proxima Research» were used as materials. On the 01.12.2019 was 1561 pharmacies of different forms of ownership, most of the pharmacies in the city were private, in the structure of which there was no division into departments and no production of prescription drugs. In the private segment of subject of pharmaceutical activity, it is possible to distinguish such organizational forms: individual pharmacies

and chain pharmacies. The retail pharmacy network of Kyiv can be divided in groups: small – 2 – 5 pharmacies, medium – 6 – 10 pharmacies, large – 11 – 50 pharmacies and megasets – more than 50 pharmacies [1, p. 191]. We have established that in the retail segment of subject of pharmaceutical activity in Kyiv, most pharmacies are integrated into small pharmacy chains. Extremely slow consolidation of pharmacy networks is explained that it is not due to acquisitions and mainly by squeezing competitors: big chains opening new points that gradually increasing its turnover and is crowding out smaller players [2, p. 8]. The analysis of conditions and volumes of activity of pharmacies of Kyiv allowed to reveal: increasing pharmacies chains - from 10% (90-year) to 80% - today) [3, p. 130]. According to the company Proxima Research, in 2019 through pharmacies in Ukraine was sold drugs totaling 34.7 mln. UAH, that at the 14.2% more than in 2018, but sales growth in terms of money held only by increasing the cost of most drugs, due to the devaluation of the national currency.

We conducted a study of the factors causing a significant decrease in the volumes of the extemporal formulation and the number of production pharmacies in Ukraine. It is established that the main factors are: imperfection of the legislative and regulatory framework of the pharmaceutical industry in Ukraine, the difficulty of obtaining a license for the manufacture of drugs in pharmacies, problems with the registration of substances, the lack of an approved list of substances, auxiliary substances, utensils, primary packaging materials allowed for use in the manufacture of drugs under the conditions of the pharmacy, short shelf-life of medicines, the absence of a regulated list of extemporal medicinal products for which there are no industrial analogues, the slow introduction of pharmacies in the quality system of medicines. The analysis of world practice has shown that all developed countries prepare extemporaneous medicines, industrial and pharmaceutical production of medicines supplement each other, develop and improve in parallel. In Ukraine, there is a clear tendency to reduce the number of production pharmacies and the volume of preparation of ekstemporaneous drugs. The main factors that negatively affect the state of the extemporal formulation are identified and the expediency of further development of

organizational and methodical means for preserving and optimizing the production functions of Ukraine's drugstores.

Conclusions: as a result of fierce competition, there is a persistent trend of increasing pharmacy chains, which should have a positive effect on the quality of drug provision to consumer. Pharmacy chains in Kyiv, thanks to personnel, product and marketing resources, work dynamically, harmonizing their activities with the requirements of good pharmacy practice recommendations.

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