

**SELECTION OF YOUNG SCIENTISTS**

№ животных	«Шлемник Искандерий», УзКФТИ, Узбекистан				
	Вес, г	Доза		Путь введения	Летальный исход
		мк/кг	мл		
1	21	2000	0, 11	в/ж	Нет
2	20		0, 10		Нет
3	21		0, 11		Нет
4	20		0, 10		Нет
5	20		0, 10		Нет
6	21		0, 11		Нет
1	19	4000	0, 19	в/ж	Нет
2	20		0, 20		Нет
3	21		0, 21		Нет
4	19		0, 19		Нет
5	20		0, 20		Нет
6	20		0, 20		Нет
1	20	6000	0, 30	в/ж	Нет
2	20		0, 30		Нет
3	21		0, 31		Нет
4	19		0, 29		Нет
5	20		0, 30		Нет
6	21		0, 31		Нет
1	21	8000	0, 42	в/ж	Нет
2	19		0, 38		Нет
3	19		0, 38		Нет
4	20		0, 40		Нет
5	21		0, 42		Нет
6	21		0, 42		Нет
1	21	10000	0, 55	в/ж	Нет
2	20		0, 52		Нет
3	21		0, 55		Нет
4	20		0, 52		Нет
5	20		0, 52		Нет
6	21		0, 55		Нет
LD 50		10000мг/кг			

**Выводы.** Таким образом, LD 50 капсул «Скутелис» составил более 10000 мг/кг, препарат относится к V классу токсичности – практически нетоксичным.

**THE ANALYSIS OF DIGITAL TECHNOLOGIES USAGE IN THE PHARMACEUTICAL MARKET OF THE USA**

**Aliekperova N.V., Sakhnatska N.M., Kostenko O. V.**  
Bogomolets National Medical University, Kyiv, Ukraine

**Topicality.** The global coronavirus pandemic and severe quarantine restrictions have negatively affected to all sectors of the economy and helped to promote the use of digital tools in modern business management strategy. As the pharmaceutical industry is one of the important sectors of the state's economy, it is worth paying attention to the world experience of implementing digital technologies in the field of healthcare, in particular in the pharmacy market.

**Aim.** The study aimed to analyze the experience of using digital tools in the USA pharmaceutical industry.

**Methods.** In our research were used content analysis, logic, and system analysis.

**Results.** Today, one of the most developed countries in the digital transformation of the pharmacy market is the United States, which was the first in the world to introduce an electronic prescription in

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2003. After that, the Medicare Law on Modernization of Medical Care was introduced in 2006. This document approved the standard requirements for electronic prescriptions and general rules for their design. Surescripts, a key provider of e-prescription systems in the United States, is one of the leading e-drug companies. According to the US Department of Health and Human Services, in 2014, 96% of the US pharmacies and 70% of the US physicians used the Surescripts e-prescription network.

One of the main innovations of digital in the US pharmacy system is artificial intelligence technology. The key impetus was Walgreens' partnership with Microsoft and Adobe, which led to a more personalized and customer-focused approach to providing pharmaceutical care to patients. The strategic collaboration uses Walgreens' global customer data source, as well as Microsoft Dynamics 365 and Adobe. Adobe Analytics delves into the pharmacy loyalty program to better explore its customer base. Adobe Experience Manager serves to ensure the consistency of pharmaceutical care across all platforms. Adobe Audience Manager is used to segment customers, and Adobe Campaign is used to deliver individual messages to each customer individually. Walgreens, America's largest pharmacy chain, also plans to become the first retailer in the United States to test the delivery of ordered goods using drones. The company's partner in the project will be Wing, a member of the Alphabet family. Walgreens offers its consumers to use of a special application "Wing" to order drugs. Delivery is promised in a few minutes after ordering. Thanks to the new service, fast delivery will be available, for example, for people with disabilities. The cooperation between Walgreens and Wing will for the first time offer unprecedented speed and convenience of delivery "from the pharmacy to the door of the house" of products for health and well-being, food, and everyday goods. Another major player in this field is Amazon Pharmacy, which acquired PillPack and entered the pharmaceutical market, creating one of the largest online pharmacy chains in the United States. Since its inception, Amazon has focused mainly on customer focus and the widest range of products - this is their main task.

The new service could be a major competitor to regular pharmacy chains, given that Amazon Prime subscribers will have free shipping and a variety of discounts. After the launch of Amazon Pharmacy, the shares of many American pharmacy chains fell - in the largest US pharmacy network Walgreens Boots Alliance by 9%, in CVS Health - by 7.3%, in Rite Aid 3 by 14%. Amazon shares rose 1%.

It is worth noting that in a pandemic, the purchase of drugs with home delivery is very popular. To purchase prescription drugs at Amazon Pharmacy, patients must submit a prescription - it can be sent directly to the service by the doctor or the user can request the transfer of the prescription from any pharmacy network, where it was previously presented. Some drugs that are particularly tightly controlled in the United States will not be available for purchase from Amazon Pharmacy, such as many opioids.

**Conclusions.** After analyzing digital trends in the global pharmacy market, the main digital innovations are online pharmacies and e-prescription. The most advanced in the digitalization of the pharmacy industry is the US pharmacy market. Digital tools for pharmaceutical services also combine the capabilities of unmanned drug delivery, artificial intelligence technology, and a personalized approach to the patient. We can conclude that the largest online platform for the sale of drugs in the United States is Amazon, which in a few years has become one of the most competitive players in the US pharmacy market.