BEHAVIOR RESEARCH OF ANTICOAGULANTS CONSUMERS

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Cardiovascular diseases are widespread throughout the world. Cardiac arrest is the main cause of mortality in developed countries, not just in older age. The annual number of deaths from cardiovascular diseases in Europe, Asia and America for 100 thousand people, in Japan – 186; France – 206; India – 225; Switzerland – 249; China – 266; Canada – 280; England – 332; United States – 348; Finland – 416; Poland – 669; Romania – 817; in Ukraine – 1034. Every year from cardiovascular disease humanity has lost more than 14.3 million men.

Almost 50% of all death happens because the heart disease and blood vessels, which is the greatest loss experiences in developed European countries [1, 2].

Given the progressive increase in the prevalence and pathology of the circulatory system in the world, the development of innovative and improving the known anticoagulant drugs is especially important issue. Because these drugs world market characterized by dynamism and diversity.

The aim is the study behavior of anticoagulant consumers.

Research methods. The survey was attended by buyers pharmacies from different regions of Ukraine. During the information gathering stage polled 360 respondents. The survey took the vast majority of consumers aged 21-30 years (36%). **Results.** During the study found that 50% of consumers have never contacted a doctor about heart disease, 26% of consumers occasionally visit a doctor. If signs of heart disease 82% of surveyed consumers go to the doctor, 8% – use the advice of the pharmacist, 8% – are treated independently, 2% of respondents use the advice of colleagues, relatives and friends. Thus, 49% of consumers and their families (friends) anticoagulant medication. Without consulting a doctor's prescription and 85% of respondents were not taking medications an-

ticoagulants. Preferably when choosing drugs anticoagulants for 58% of consumers have known and proven product. During the survey, consumers were noted drugs that have the greatest demand. In the questionnaire was provided with a list of drugs where respondents had to mark them well-known drugs for the treatment of coronary syndrome. The structure of awareness of patients with cardiovascular disease on anticoagulant medication highest share occupied drugs heparin, heparin Sandoz, dipyridamole, cardiomagnyl, warfarin, aspekard, kleksan. These drugs are often used in medical practice.

Conclusions.

1. The behavior of anticoagulant consumers has been studied.

2. Established that the signs of heart disease 82% of surveyed consumers go to the doctor. Purchased and took these drugs without consulting a doctor 15% of respondents.

3. The preferred anticoagulant drugs when choosing for 58% of consumers have known and proven product.

4. Established anticoagulant medications that have the greatest demand among consumers, heparin, heparin Sandoz, dipyridamole, cardiomagnyl, warfarin, aspekard, kleksan.

Reference:

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