

The NM market of Ukraine mostly includes 4 pharmacological groups: A – «Alimentary tract and metabolism», B – «Blood and blood forming organs», C – «Cardiovascular of system», N – «Nervous system». The conducted research showed that the Ukrainian NM market sales in 2013 was 1.98 billion UAH for 29 516 700 packing, increased in comparison with 2009 by 56.02% in the monetary measurement and insignificantly dv (by 4.25%) in natural.

It is necessary to point out, that in 2013 a part of domestic medications in general NM sales in the natural measurement decreased by 8.45% in comparison with 2009. Specific gravity of sales rates of imported medications for the period of research, on the contrary, demonstrates the opposite tendency. So, the mentioned rates increased by 3.27%.

A different trend is observed in money indexes. In 2009-2013 the NM market in monetary units demonstrated an increase of sales rates of domestic medications by 86.47%, foreign, – by 56.02%.

However, in spite of the gradual increase of sales rates of domestic NM, pharmaceutical market, unfortunately, remains dependent on the import.

The results of the research state that in the sales structure for the total NM market both for medications of foreign and domestic production there was observed an excess of their share in monetary over the same in natural measurement, indicating the sales dominance of expensive drugs.

## **THE FEASIBILITY OF USING SOCIAL MEDIA IN PHARMACEUTICAL MARKETING**

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Increased competition at the pharmaceutical market motivates pharmaceutical companies to implement modern strategies of drug promotion according to the

current tendencies of formation of information environment. Importance is attributed to advertising and other methods of drugs promotion via the Internet. Major forms of drug promotion via the Internet include search engine advertising, banner online advertising, search engine promotion and indirect marketing.

Social media marketing involves an attracting users' attention to a drug or a company through social networks, Internet-communities, blogs, forums, chats and so on. Important element in social media is creation of content that users further spread independently or together with the company. It is believed that messages that are Internet communication with communities and patients' schools, that are quite common in developed countries, are just beginning to gain popularity in Ukraine. When using direct communication with patients via "quick questions and answers", each request and comment on the drug requires an individual daily work.

A possible way of promoting drugs through social networks includes creation of pages of the company or a particular product and interest groups with regular updates, and launch videos with a unique plot that is distributed and discussed by users of social networks. Examples of successful presence of pharmaceutical company at social networks include a page on Facebook Boehringer Ingelheim on Facebook and AstraZeneca at Twitter, Facebook and YouTube.

In a benchmarking survey conducted by IBM in 2011, eight hundred sales and marketing managers (including 88 from pharmaceutical companies) were surveyed, providing information about their organizations' key practices and performance indicators. Statistical analysis of the data revealed that pharmaceutical is lagging behind other industries in its use of social media.

According IBM recommendations, the pharmaceutical industry can use social media to provide to the general community more information on drugs, medication and supporting services to a targeted audience – right information and in the right context; about research on new drugs; educate the community about health issues/awareness and treatment; deepen the connection with groups of patients and healthcare professionals; provide information on drug recalls more rapidly and to a wider audience than currently is the case.

There are many "support" activities pharmaceutical companies can offer patients via Twitter, including: drug/device safety alerts (eg, drug recalls, medical device malfunctions, emerging safety issues); prescription management, including pharmacy refill reminders; daily health tips from authoritative sources; publishing disease-specific tips; clinical trial awareness and recruitment; enhancing health-related support groups; providing around-the-clock disease management; patient-sharing of health-related experiences; issuing dietary/lifestyle tips.

To analyze the use of Internet resources in professional activities of pharmacists we conducted a survey in Kharkov in January-March 2015. It was found that pharmaceutical workers use the Internet very intensively; 81.8% of respondents are active Internet users. A large proportion of respondents use the Internet from 6 to 10 years (42.3%), while 8.8% of respondents – 10 and more years.

According to our survey, 45.3% of respondents discuss professional questions with colleagues or find professionally oriented information in social networks. The specialists most commonly use social networks such as VKontakte, Odnoklassniki and Facebook. A much smaller proportion of respondents (24.8%) are engaged in the professional pharmaceutical and healthcare networks and communities. But some benefits of participation in professional networks are potentially attractive to the pharmacists; they are interesting even those who by this time did not use them. We explored the factors that attract pharmacists to participate in professional networks. Most of them relate to the need to communicate, find like-minded people and recognizing their achievements by other people. If information about drugs is obtained in a relaxed atmosphere and supported by the experience of colleagues it can have a greater impact on opinion of specialists than official sources of information.