

## RESEARCH GUIDELINES IMPLEMENTING PHARMACEUTICAL PRACTICES IN THE WORLD AND IN UKRAINE

Nemchenko A. S., Iurchenko G. N., Sevoyan A. A.  
National University of Pharmacy, Kharkiv, Ukraine  
economica@nuph.edu.ua

**Introduction.** Good Distribution Practice is a quality assurance system standards, guarantees the quality of medicines, supported at all stages of the supply chain from the enterprise of the manufacturer to the pharmacy.

**Aim.** The purpose of work is to study the wholesale and distribution managers in the EU and compared its practices with Ukraine.

**Materials and methods.** To implement this goal were defined tasks:

- an analysis of the literature data and legal documents on the general concept of wholesale distribution executives.
- specify the general regulations that govern the relationship between the firm-supplier and the state, the general practice.
- to analyze the strengths and weaknesses of wholesale distribution executives.

**Results and discussion.** Analysis of the literature and regulatory documents showed that the structure of the new leadership of the Good Distribution Practice consists of 10 main points: quality control; personnel; facilities and equipment; documentation; operations; claims, refunds, suspected of drug counterfeiting, and their reviews; outsourcing; transport; self-inspection; special provisions for intermediaries.

In our further research, we will use most of them during questioning Ukrainian distributors. In the first phase of our research we analyze patterns of species distribution of the Software was held in the world. It happens:

- Standard - The manufacturer-distributor of Pharmacy-Patient;
- Directly to the pharmacy;
- Custom distribution;
- Hospital.

In the next stage of our research we analyzed the patterns of interaction of the manufacturer and the buyer. The analysis showed that there are two basic supply chain: Producer-distributor of Pharmacy and Pharmacy Manufacturer. In our view, part of the patient, more promising since the second a continuous information flow and cash flow. What ultimately reduce the cost of medicines to consumers, and therefore - the availability and improve the information to pharmacies and patients about the drugs.

We also conducted an analysis of published data on the wholesale market of Ukraine and the EU. The analysis showed that 36% of the countries the number is

less than 100 distributors, 24% from 500 to 1000. Ukraine has 440 pharmaceutical wholesale company. And for the same company for 47 pharmacies.

Analysis of the dynamics of indicators of distribution of the Software showed that in Ukraine since 1999. The number has decreased by 3 times. It was 1400 in 2014. already 440.

In order to improve the work of Ukrainian distributors, we conducted a survey of 50 employees of large Ukrainian wholesale companies. Analysis of the information on the expert who participated in the survey on the distribution showed that 82% were pharmacists. Experience from 70% up to 3 years. In the questionnaire of 10 key questions were asked.

Analysis of the questionnaires showed that 100% response options were supported as "Compliance with the conditions of the contract" and "there are a few companies distributors in Ukraine, who have enough experience to open new markets." The question is - what is the deciding factor when working with the manufacturer? 80% of respondents - Prestige manufacturer. The question is - what is the deciding factor when working with pharmacies? 70% of respondents - the market share occupied by the pharmacy.

**Conclusions** were drawn from the research:

1. Analysis of the literature and the results of our study showed that in Ukraine for the transition of pharmacy in a highly costly category, and to overcome the existing negative trends, must be the introduction of effective strategies, development of the industry at the present stage. The development of market relations requires the organization of the pharmaceutical sector on a fundamentally new basis.

2. Studies have shown that Ukraine should pay attention to and consider the introduction of models of delivery of drugs that exist in the EU that will allow pharmaceutical companies producing enforce appropriate standards of storage, delivery, drug release, as well as the export of pharmaceutical products, and to develop other services for patients in collaboration with pharmaceutical pharmacist.

3. The statistical analysis showed that the dynamics of the development of distribution of the Software, the number of wholesalers decreased every year since 1999. There were in 1400, and in 2014 already - 440. In the United States over the past 30 years, the reduction from 150 to 50.

4. The statistical analysis showed that a key indicator: the average number of pharmacies per distributor warehouse in EU countries - 390-450 pharmacies and 45 drugstores in Ukraine.