

THE STUDY OF THE COMPETITIVENESS OF DRUGS FOR THE TREATMENT OF PROSTATE DISEASES

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Competition today is an inherent part of the pharmaceutical market. The competitiveness of drugs – a crucial factor of their commercial success in developed competitive pharmaceutical market.

The aim of the study was to determine the competitiveness of drugs for the treatment of prostate diseases.

Market research to determine the range of drugs for the treatment of prostate diseases have been conducted.

To determine the competitiveness of this group of drugs used differential method. Competitiveness of drugs was defined as the ratio as a certain number of sold drug to the average amount for the implementation analogues same time.

To calculate the index of competitiveness this method the authors analyzed receipt and sales of drugs for the treatment of prostate diseases by 2016 in one of the pharmacies of c. Kharkiv.

The competitiveness of drugs greater than one with the following drugs for the treatment of prostate diseases: NEFROFIT collecting filter pack 1.5 g, №20 (5,18); KANEFRON® H, tablets n / a blister, №60 (3,28); PROSTAMOL UNF cap. 320mh, №30 (1,5); IMPAZA tab. №20 (1,22).

To determine the demand of drugs for the treatment of prostate diseases was performed expert evaluation, which used the method of questioning of 50 experts – employees of pharmacies (pharmacists). Most experts surveyed have been working for 5 years – 35%, 30% – from 5 to 10 years, 11% – from 10 to 20, 9% – from 20 to 30 and 15% over 30 years.

The studies were based on different ownership of pharmacies in the city Kharkiv and Kharkiv region. Expert survey was conducted from January to March 2017 year.

The experts were asked to assess the demand for drugs of this group on a 10-point scale: high demand – 8-10 points, stable demand – 5-7 points, low demand – less than 5 points, no demand – 0 points. The biggest demand in the market was for drugs: HENTOS, KANEFRON® H, NEFROFIT, PROSTAMOL UNO.

Experts estimated the competitiveness of this group of drugs. It was found that most experts give preference to drugs: PROSTAMOL UNO, NEFROFIT, KANEFRON® H.

Our analysis showed that the market of drugs for the treatment of prostate diseases in Ukraine is developing very promising for domestic producers. Further researches should be directed to forecasting sales of the study group.