

# **DIRECTIONS FOR THE IMPROVEMENT OF REVERSE LOGISTICS AT PHARMACEUTICAL COMPANIES**

Zhukova O.

Scientific supervisor: Sagaidak-Nikitiuk R.V, Doctor of Pharmacy  
National University of Pharmacy, Kharkiv, Ukraine  
paft@nuph.edu.ua

In recent years, there has been a deterioration in public health in Ukraine. This is largely due to the unfavorable environmental situation in the country. Production processes in industrial enterprises are the main causes of increased pollution of the environment. This occurs as a result of non-compliance with the standards of workplaces; low level of environmental consciousness of the society, high specific gravity of resource-intensive technologies, low efficiency of treatment facilities, imperfection of legal and economic mechanisms for environmental protection. The specific weight of the influence of these factors on the health of the population reaches 40%. In this regard, there is a need to improve the environmental policy of pharmaceutical enterprises. The use of optimal waste management methods is one solution to the problem

The purpose of the reserch is solving the problems of reverse logistics at pharmaceutical enterprises.

Research methods: content analysis, method of analysis and synthesis.

Results. The main reasons for the ineffective use of reverse logistics in pharmaceutical companies are: insignificant attention from the leadership (67% of respondents); deficit of financial resources (65% of respondents); insufficient (obsolete) production technology (56% of respondents); imperfection of the regulatory framework (56% of respondents); underestimation of the importance of reverse logistics (45% of respondents); deficit and imperfection of information systems (13% of respondents); deficit of knowledgeable logistics approaches, environmental aspects and pharmaceutical specificity of personnel (7% of respondents).

The development of work algorithms and the description of business processes that show work and their hierarchical order in the tree of business processes, the sequence of work and their interrelations, and the movement of information and material flows are a prerequisite for improving the performance of pharmaceutical enterprises

Conclusions. Building business processes is necessary for conducting qualitative analysis and optimization of the company's activities.