

RESEARCH OF BEHAVIORS OF DRUG CONSUMERS WHICH APPLY IN THYROID DISEASES

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The medical and social significance of the study of epidemiology of diseases of the thyroid gland is determined by the considerable prevalence of various nosological forms of thyroid pathology in many regions of the world, including in Ukraine, which is connected, on the one hand, with iodine deficiency, and on the other hand, with a significant deterioration of the medical-social conditions of life and ecological state of the environment.

The aim of the work is to investigate the behaviors of drug consumers which apply in thyroid diseases.

Field research is used in this work. A survey was conducted among consumers of drugs used in thyroid diseases. During the information gathering phase, 100 respondents were interviewed. Part of the questionnaires was rejected. For the study, 92 questionnaires were processed.

An important question is self-healing. Therefore, there was a need to find out if consumers take drugs for the treatment and prevention of thyroid diseases without the advice of a doctor. It is established that consumers of pharmacies rarely buy a drug without a doctor's advice (13%).

Drugs for the treatment of the thyroid gland will have a negative impact on a healthy human body, so uncontrolled administration of such drugs can lead to a disruption of the functioning of the body. 84% of the respondents answered that when signs of thyroid diseases appear, they will use the services of doctors. Respondents were asked to evaluate the demand for drugs for the treatment and prevention of thyroid gland diseases on a 10-point scale. Among the leaders in the number of offers (more than 20), it is necessary to specify the following drugs: L-Thyroxine (Berlin-Chemie); Mercazolol (Health); Antistrum (Darnitsa), Iodomarin (Berlin-Chemie). It has been established that the main reason for the refusal to buy a drug is a high price (87.5%), followed by a lack of existing information (32.5%) and lack of knowledge of the firm-manufacturer (25%). The majority of respondents from pharmacies reported that the country of origin did not play a significant role in buying the drug (52%). The decisive factors in choosing a drug are the ratio of "price / efficacy" (70%), after which the appointment of a doctor (65%) is already in place.