

importance for successful activity of pharmacy, 44% indicated available prices on medications as a very important factor for pharmacy's competitiveness and 36% answered that pharmaceutical care plays a very important role in success of pharmacy. From the point of view of pharmacists, the level of pharmaceutical care is low or medium (36% and 28% respectively). Only 16% of respondents indicated the high level of pharmaceutical care. According to the experts' opinions, a poor level of pharmaceutical care occurs due to a low level of pharmacists' skills and professional experience (48%), high price on medications and other pharmaceutical products (44%) and lack of necessary information (28%). As usual, pharmacists receive important for them professional information about medications and principles of pharmaceutical care from medical / pharmaceutical representatives (68%), professional literature sources including e-sources (60%) and seminars and trainings (56%). Overall, 80% respondents suggest that additional professional learning is important for successful development of pharmacy and its competitiveness. About 60% of pharmacists indicates convenience and effectiveness of professional mobile applications for pharmaceutical specialists' learning.

Conclusions. According to the results obtained, scientific and practical recommendations for pharmacies' management have been formulated. Pharmaceutical care plays important role in preferences of consumers of medications, at the same time its level is quite low according opinions of patients and pharmaceutical specialists. So, it is necessary for pharmacies' management to formulate specific values underlining strategic importance of pharmaceutical care, to conduct constant pharmacists' training for improvement this functional process and to implement the modern convenient tools such as mobile applications allowing both patients and pharmacist to raise their awareness about medications, their properties, interactions, the key aspects and principals of pharmaceutical care.

COMPARATIVE ANALYSIS OF DRUGS FOR GLAUCOMA TREATMENT AND MYOTIC AGENTS

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Introduction. Nowadays, the diffusion of such vision disease as glaucoma has special medical and social significance. The health and quality of life not only of elders, but also of working-age people all around the world are under the threat.

Glaucoma is asymptomatic disease. You may not even suspect that you are ill and once go blind after a sudden headache attack. So the question still remains – how to prevent and treat this disease. Taking into account the low level of availability of drugs for vulnerable groups of people and the limited resources of the health care system of Ukraine, the analysis of the pharmaceutical market of medicines becomes very significant.

The purpose of research. The purpose of the research is to make a comparative analysis of the range of drugs for glaucoma treatment in the domestic pharmaceutical market for the period from 2013 to 2018.

Materials and methods. The study of the range of drugs for glaucoma treatment was carried out on the basis of analysis of the State Register of Medicinal Products of Ukraine. As the information source, Compendium-2018 was used. During the research the systematic review, statistical, retrospective, graphical and marketing research methods were used.

The results. As the result of the marketing analysis of the range of drugs for glaucoma treatment, we found that by March 2018, the nomenclature of registered drugs in Ukraine has 65 trademarks. Among them, 52 positions range from foreign representatives and only 13 of domestic origin. In percentage ratio, it is 80% and 20% respectively (Fig. 1).

The number of drugs compared to 2017, increased by 32.7%, and by 48% in comparison with the year 2015.

It should be noted that the number of drugs in group S01E D51 "Timolol combination" increased by 11 units, which proves the demand for this group. Also, in the new group S01E E03 other drug - Bimikan,

Polpharma - has been added, indicating the new developments in search of the group of prostaglandins analogues.

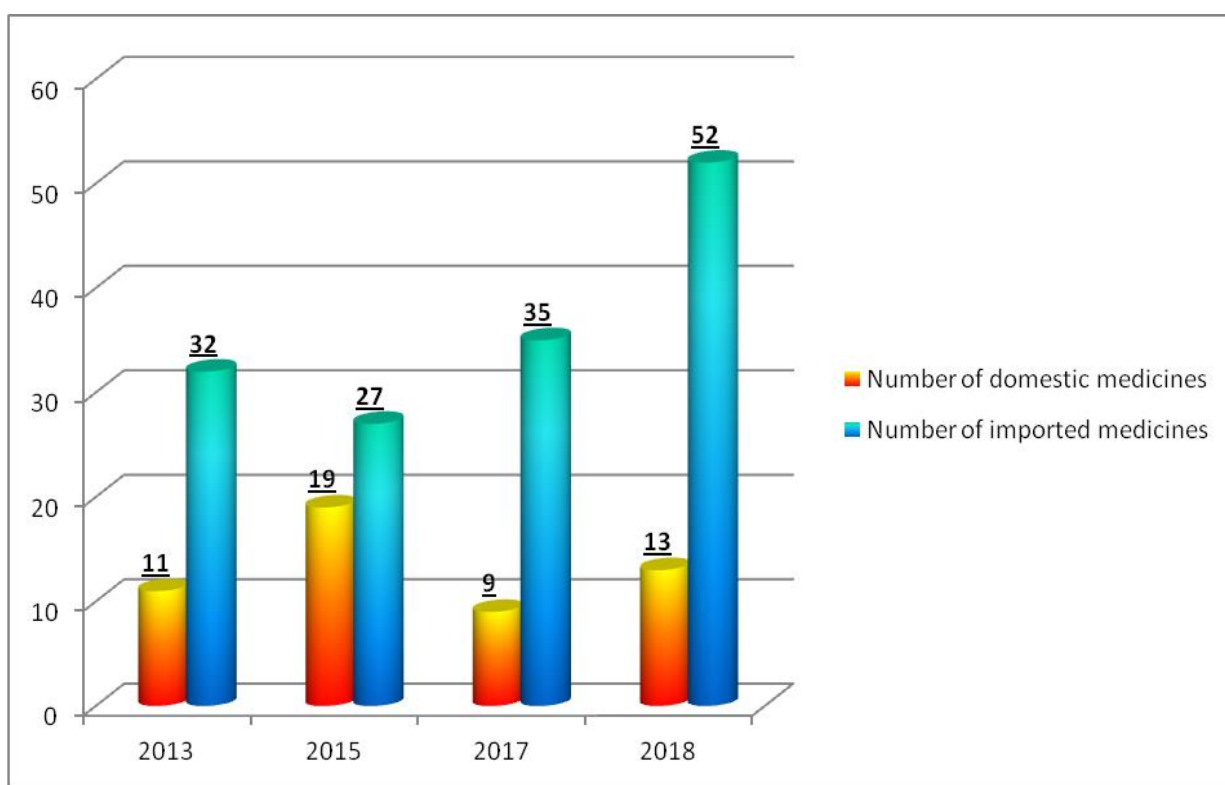


Fig. 1 Number of domestic and imported medicines of pharmacotherapeutic groups of drugs for glaucoma treatment.

Conclusions. The comparative analysis of the segment of drugs for glaucoma treatment shows the increase in the import dependence of domestic market of drugs for glaucoma treatment, which negatively affects the availability of drugs for vulnerable groups of people. Thus, efforts should be made to import the substitution of the range of drugs for glaucoma treatment and to continue further research on the providing of the population with the drug substance of this group.

STUDY OF TELEVISION ADVERTISING OF MEDICINAL PRODUCTS IN UKRAINE

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Introduction. So far, medicinal products (MP) are advertised actively on TV channels of Ukraine. Advertising of MP shall comply with the regulatory framework of Ukraine, namely, part 1 of Article 21 of the Law of Ukraine “On Advertising”, part 4 of Article 26 of the Law of Ukraine “On Medicines”, Order No.41 “On Approval of the List of Medicinal Products Permitted for Use in Ukraine, which are Sold without Prescriptions by Pharmacies and their Structural Subdivisions” of the Ministry of Health of Ukraine dated 19.01.2017.

Aim. The purpose of the study is to find out the nomenclature of the MP, which are advertised on the central TV channels of Ukraine and to make their classification, as well as to determine the compliance with the legislative framework when advertising the MP on television.

Materials and methods. The observation of advertising commercials of MP on TV channels of Ukraine is the following: UA: Pershyi, Ukraine, 1+1, Inter, STB, Novyi Kanal, ICTV, 2+2, TET; through