

**Aim.** To calculate the indicators of the socio-economic availability of medicines in Ukraine, the economic availability of treatment with statins.

**Material and methods.** Content analysis, pharmacoeconomic research methods.

**Results and discussion.** We have calculated the socio-economic availability of statins in Ukraine. The solvency of the population was analyzed. The analysis of the socioeconomic availability of statins by the indicator of solvency of the population shows that statin pharmacotherapy is available to many residents of Ukraine. Atorvastatin-based drugs are large proportion of registered drugs of the statin group (51%). Pharmacoeconomic estimation by cost-effectiveness method shows optimal choice among statins. It is rosuvastatin-based Rosart tab. 40 mg №90, Actavis (Iceland). However, the "cost-utility" method confirmed the advantage of Atorvastatin 10 mg (based on the ratio of "lowering the level of LDL-costs"). Preference should be given to the Etset® tab. 40 mg No.28 KusumFarm (Ukraine).

**Conclusions.** According to the results of the analysis for 2014-2016, there were changes in the range of statins presented in the pharmaceutical market of Ukraine. Most medicines are imported, which significantly impairs the economic availability of these medicines. Prices vary from medium to high, which gives the opportunity to individually choose of a drug, taking into account active components and dosage forms. The analysis of social-economic availability for the period 2014-2016 have showed that most statins are highly accessible to Ukrainians. It is observed that Rosart, Vasylip, Omacor are routinely available medicines.

## **THE ROLE OF DIETARY SUPPLEMENTS IN THE ASSORTMENT POLICY OF PHARMACIES**

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In the conditions of increasing interest of the population in dietary supplements, as well as in view of the variety of variability and significant instability in the implementation of this group of products, market research on the diet of dietary supplements becomes of particular relevance.

**The aim** of the work is to determine the role of dietary supplements in the general range of the pharmacy.

**Research methods:** content analysis, ABC analysis.

**Results and discussion.** The assortment of pharmacy "X" has 5591 names. The ratio of assortment groups of pharmacy goods is investigated. The largest number is represented by drugs – 46.58%, items of care – 23.63%, dietary supplements – 9.3%, and related products – 7.69%. The group of dietary supplements has 520 names. Among the domestic producers, the leading positions are occupied by Nutrimed Ltd (Kiev), LLC Element Health (Kyiv), LLC «Healthy food» (Kharkiv), PharmaPlus (Kharkiv), PJSC "Technolog" (Uman), "Biotek" Ltd. (Kharkiv), Novalik-Farm LLC (Kyiv region, Khotov village). Imported dietary supplements are presented by countries of India, Canada, Italy, Spain, Germany, Switzerland and Cyprus. Imported goods make up 263 items (50.58%), domestic goods – 257 items (49.42%). The breadth of the range of dietary supplements of the pharmacy "X" is represented by 32 groups of goods of the corresponding depth with saturation in 520 assortment positions. The most profound groups are probiotics, agents that infuse the reproductive system of males and prostate gland, hepatoprotectors, agents for the reproductive system of females. The stability of the range of dietary supplements is determined. Stability of the range of dietary supplements  $K = 0.8$ . Consequently, the range of dietary supplements in the pharmacy "X" is quite stable. One of the quantitative criteria for assortment formation is the speed of movement of individual goods. It is determined that the speed of dietary supplements is slow ( $K = 0,6$ ).

The ABC analysis of dietary supplements of the pharmacy "X" was conducted. It is established that the share of goods of group A is 18%. Group A is most profitable for a pharmacy, since according to the principle of Pareto it brings 81.33% of profit. Products of group B (31%) may go to group A. With certain marketing efforts, Group C (51%) bring significantly lower profits, but satisfy certain needs of the population, which determines the social role of the pharmacy.

**Conclusions.** The main factors influencing the inclusion of dietary supplements in the general range of pharmacy "X" include: demand, doctor's appointment, advertising, product exclusivity and a small level of competition, and no restrictions in the trade margin. The obtained results will allow to develop recommendations for the further formation of the optimal range of dietary supplements by the pharmacy "X".

## MARKETING RESEARCH OF CONSUMERS' ATTITUDE TO TRADE MARKS

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**Introduction.** According to the results of the study of the State Service of statistics of Ukraine, expenses for medicines reach 8.1% per consumer from its income. The further increase of the price of medical products may be due to the aging of the population and the deterioration of environmental conditions. Consequently, demand for medicines, quality of medicines will continue to increase.

**The aim** is marketing researches of consumer attitudes towards trade marks.

**Materials and methods.** The method of peer review has been used in study.

**Results and discussion.** During the work, we analyzed and generalized theoretical aspects of the formation of consumers' attitudes towards pharmaceutical brands. The analysis of the current state of the pharmaceutical companies on the market is carried out.

The tendencies of development of domestic pharmaceutical production are investigated. It has been established that for 65% of Ukrainians, the trademark of the drug is important, and for 35% it does not matter which drug brand they use. The analysis of methodical approaches to the analysis and evaluation of pharmaceutical companies by consumers is carried out. During the study, 32% of consumers preferred the Bayer trademark, 15% of respondents – "Arterium", 10% of specialists – "Phizer", 25% of experts – "Farmak", 11% specialists – "Darnitsa", 7% of respondents – "Lekhim".

In the process of polling consumers, the influence of price factors of pharmaceutical brands was revealed. During the survey consumers noticed the price policy of their trademark. 52% noted that the price was overestimated, 30% is appropriate, for 13% the price is irrelevant and for 5% of consumers the price is underestimated. During the work, recommendations were made to strengthen the positions of pharmaceutical companies in the market.

The degree of satisfaction with the use of trademarks has been analyzed and determined. Investigation of the criteria of a trade mark that affects the consumer. It is established that the determining factor for the purchase of trademarks is the recommendation of the doctor and the relationship between the cost and effectiveness of the drug and the price of the drug is not decisive.

**Conclusions.** Thus, methodical approaches to the formation of consumer attitudes towards trade marks were analyzed and summarized.

## REVIEW OF MEDICINE SALES IN THE RETAIL SECTOR OF KAZAKHSTAN'S PHARMACEUTICAL MARKET (ON THE EXAMPLE OF MEDICINES OF ATC GROUP M01A)

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**Introduction.** Nowadays non-steroidal anti-inflammatory drugs (NSAIDs) are used to treat a wide range of diseases and pathological conditions, such as headache, migraine, dysmenorrhea, inflammatory diseases of the locomotor system and fever. There are a lot of medicines of this group, their number is constantly increasing, and appear new forms that, in comparison with traditional medicines, combine higher