

The results of numerous studies have shown that the rapid rate of population aging is a major factor affecting the increase in the number of people suffering from dementia. It was established that in 2018, in the world in the segment more than 65 years old, there were about 600 million people. It is projected that in 2030 this age category will be 275 million in developed countries and 680 million in developing countries. The fastest growth rates of the elderly population are in China, India and the countries of the South Asian and Eastern Pacific.

Among the factors influencing the population frequency in patients with dementia syndrome, the greatest proportion is the role of sex - female or male. As a result of an analysis of the incidence of dementia by gender, based on data from Alzheimer Europe, it is estimated that in Europe, the prevalence of dementia is much higher in women than men, which is 2: 1.5.

Data from epidemiological studies indicate that the risk of dementia in women is higher and the incidence of older women is higher. Today women make up 62% of cases.

**Conclusions.** Summarizing, we note that in the whole world every year there is a tendency for a rapid increase in the number of patients with dementia, which directly depends on the high number of elderly people and on the aging of the population. As a result of the high incidence and prevalence in the world, the complexity of diagnosis and progression, dementia is an important socio-medical problem that needs to be addressed.

## **VEN-ANALYSIS OF COMMUNITY-ACQUIRED PNEUMONIA PHARMACOTHERAPY**

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**Introduction.** Community-acquired pneumonia is one of the most common infectious and inflammatory diseases throughout the world. The medical and social significance of this disease is also associated with high mortality among patients, with the risk of complications and significant economic costs for the state.

The aim of research – to determine the need of medicines prescriptions for the treatment of adult patients with community-acquired pneumonia in one of health care institutions in Kharkov.

**Methods of research.** Supplementary clinical and economic method: VEN - analysis. VEN-analysis has been carried out according to the “formal feature”, that is, the existence of medicines in current Ukrainian clinical protocols of community-acquired pneumonia treatment, and also accompanying diseases – acute

rhinosinusitis, chronic tonsillitis, bronchial asthma, arterial hypertension, gastric ulcer, chronic pancreatitis, rheumatoid arthritis, stable ischemic heart disease, chronic cholecystitis. Being in this documents, medicine got the index “V”, not being in this clinical protocols – “N”. The duration of the study is 2018.

**Results of research.** According to the 92 disease histories of patients with community-acquired pneumonia aged from 24 to 63 years 48 trade names of medicines (34 international non-patent names (INN)) from 18 pharmacological groups have been determined.

According to “formal” VEN-analysis the most part of all medicines which were prescribed to the patients with community-acquired pneumonia was given in Ukrainian clinical protocols that consisted 88,24 %. International non-patent names of medicines of group “Blood substitutes and perfusion solutions” (sodium chloride, dextrose), of group “Decongestants and other drugs for local use in diseases of the nasal cavity” (oxymetazoline) and medicine for local anesthesia – lidocaine were absent from clinical protocols.

**Conclusions.** According to the results of VEN-analysis the real pharmacotherapy, prescribed to patients with community-acquired pneumonia in researched health care institution of Kharkov, in general, can be considered as rational from clinical points of view. But the outcomes show the urgency of the further correction of pharmacotherapy of specified diseases in this health care institution according to Ukrainian clinical protocols.

## **MARKETING INVESTIGATION OF PREVENTIVE THERAPY OF PATIENTS WITH MULTIPLE SCLEROSIS**

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**Introduction.** Multiple sclerosis (MS) is a chronic, ever-progressing disease of the nervous system that can develop at any age, but in most people it is diagnosed in the age from 20 to 40 years. Treatment for MS is an expensive process, so proper state support is becoming critical for these patients. It should be noted that in Ukraine, therapeutic measures in the MS do not fully meet the needs of patients with this diagnosis.

**Aim.** The purpose of this work is to conduct a marketing analysis of the pharmaceutical market for drugs used in pathogenetic therapy of MS, namely, immunomodulators.