розроблено підходи до групування додатків за їх функціями, а також визначено інформаційні технології, що застосовуються у маркетинговій політиці фармацевтичних компаній.

ANALYSES OF THE INFORMATION TECHNOLOGIES DEVELOPMENT IN HEALTH AND PHARMACEUTICAL PROVIDING OF THE POPULATION

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So-called "mobile health technologies" and "mobile technologies of pharmaceutical services" are becoming increasingly popular at the present stage of the development of information technologies. They significantly expand access to diagnosis, medical and pharmaceutical care for patients, which contributes to a significant reduction in health care and pharmaceutical costs.

The main **aim** of our research was the analysis of the world experience of the introduction of modern information products into the organization of medical and pharmaceutical care to the population at the outpatient level with a sufficient level of patient compliance.

Methods of research are historical, logical, comparative, deductive and others.

The materials of the research are presented by the data of the special literature, as well as the reports of leading analytical companies on the research of the modern market of information technologies in health care.

Basic results. The mHealth market has been formed in the economically developed countries of the world (US, European Union, Japan) by the end of 2015 and includes medical and pharmaceutical gadgets, mobile devices, software, services that allow doctors and pharmacists to receive information from them and make

responsible decisions based on its processing. At present, the total number of available "mHealth-applications" already exceeds 20 thousand. The number of downloads of these programs is almost 50.0% of the total number of downloads of all mobile applications. In turn, only 40.0% of applications have less than 5 thousand downloads. According to the structure and degree of activity, all mobile applications used in the health and pharmaceutical provision of the population can be divided into the groups: patients and physical activity managers ("Fitness" – 36.0%); Lifestyle and Stress Management ("Lifestyle & Stress" – 17.0%); managing the questions of proper nutrition, rational use of medicines and food ("Diet & Nutrition" – 12,0%); consultations and services on the provision of specific diseases treatment, sympathetic complexes, pathological conditions ("Disease Specific" – 9.0%); problems arising during pregnancy, nursing of children, women's health as a whole (7.0%); questions of the correct reception of medicines and features of their storage (6.0%); information on health care providers and the system of pharmaceutical supply of the population, health insurance (2.0%); other issues (11.0%).

Conclusions. The experience of the modern information technology market developing for healthcare in economically developed countries should be effectively used in the process of domestic healthcare reforming, especially with regard to the rational use of medicines and improving the quality of life of patients by expanding the use of preventive medicine.