

revenue from the total. The fastest growing segments include generic markets and biotechnology medicines, the most innovative part of global pharmaceuticals. The United States has been the world's largest pharmaceutical market by total sales for more than 20 years. It found that per capita drugs sales in the United States were more than double that of the Organization for Economic Cooperation and Development (OECD) country average. In 2015, per capita spending on U.S. products was \$1,162. The United States (the OECD average is \$515). Compared to other countries, the U.S. is assigned and sold much more drugs in both the number of packages and per capita costs. It should be noted that the total cost of health care in the United States is much higher than in developed countries. This explains the large size of the U.S. pharmaceutical market, and determines the opportunities, including innovative ones, of U.S. companies.

Conclusions. The study led to conclusions about the continuing continuous growth of innovation activity in pharmaceutical industry. In general, the study confirmed that pharmaceutical TNCs of developed countries remain an innovative key part of the global pharmaceutical industry. The introduction of the latest drugs to the market is almost entirely carried out by a small number of the largest TNCs and is an impetus to the development of the pharmaceutical industry.

STUDY OF THE INFLUENCE OF ALLERGIC DISEASES ON THE QUALITY OF LIFE OF THE POPULATION

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Introduction. The problem of allergic diseases (AD) is very urgent for all countries, given the widespread spread of these diseases and the considerable socio-economic burden they create for the public and individuals. Allergy has become a global problem of today.

Aim. Report on the investigation of the impact of AD on the quality of life of the population.

Materials and methods. Statistical, pharmaco-economic analysis, structural

Results and discussion. To date, the registration of cases of seeking medical help does not fully reproduce the state of prevalence of AD, this is mainly due to the fact that doctors with self-reported persons with pronounced manifestations of diseases. The level and the steady growth of the AD make the situation an epidemic. Most experts agree that the most common form of AD is allergic rhinitis (AR). The prevalence of AR in the world ranges from 15 to 40% of people of all ages, in Europe in the AR suffer from 23-30% of the total population, in Asia – 10-30%. The prevalence of AR among adults is estimated at 10-30%, among children – about 40%. In 80% of patients, symptoms of AR develop by the age of 20, in 40% of them they have been present since the age of 6 years. In the age group under 5 years, the prevalence of AR is lower than among schoolchildren and adolescents; the increase in morbidity accounts for the early school age. Over the last decade, the frequency of AR (seasonal and year-round) in European countries has increased and, according to recent years. Data show that the number of people with AR in Europe is approaching 50 million people.

It is known that the prevalence of allergic diseases in different regions of Ukraine is 15-30%. In the last 5 years, there has been a tendency in Ukraine to increase the number of patients suffering from AR. The problem of AR is relevant because of its widespread spread among the population, as well as the fact that current methods of treatment of AR are unsatisfactory. All this has a negative impact on the quality of life of patients with AR, which, given the significant proportion of such persons among the population of any country, is of great social importance.

Conclusions.The problem of allergic diseases is very urgent for all countries. These diseases cause poor quality of life and entail significant financial costs for treatment.All experts agree that the most common form of AD is AR.

RESEARCH OF THE QUALITY OF LIFE OF PATIENTS WITH BRONCHIAL ASTHMA IN MOROCCO

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Introduction. To date, bronchial asthma (BA) is one of the dominant global problems. In the world, about 1 in 12 people are ill with asthma or Chronic Obstructive Pulmonary Disease (COPD). On the planet, asthma affects about 300 million people. Prevalence varies between 1 and 16% in different countries.

Aim. Reporting the investigation of the state of bronchial asthma in Morocco.

Materials and methods. Statistical, pharmacoeconomic analysis, structural

Results and discussion. According to the World Health Organization (WHO) 2015, asthma caused the deaths of about 323,000 patients with asthma. WHO estimates that over the next 10 years, the number of fatalities could increase by almost 20% if no urgent measures are taken to prevent and treat BA. Nearly 80% of BA deaths occur in low- and middle-income countries. In such countries, there is a lack of development of diagnostic and therapeutic methods for asthma. Most often, deaths occur among the elderly. In Morocco 3.89% of the Moroccan population, suffer from asthma, which is more than 1.2 million people. In Morocco, asthma mortality in 2012 was 20.55 per 100,000. This disease is a major medical and social problem of the population, given its significant impact on the quality of life (QL) of patients and significant economic losses on treatment, which requires a more detailed study and development of new ways to overcome these problems. According to the definition of the World Health Organization (WHO), QL is an individual relation of one's position in society, in the context of the diverse culture and value systems of that society, with the goals of a particular individual, his plans and capabilities. Research data on the assessment of the consumption of anti-asthma drugs in Morocco show that with a fairly high prevalence, therapeutic care for asthma remains unsatisfactory at the national level compared to other countries. This is due to a combination of many factors: the special socio-economic environment of developing countries with its consequences (low purchasing power); part of generic medicines and material insurance that is poorly distributed; the influence of beliefs and the lack of national guidelines for asthma treatment.

Due to the rapid development of scientific and technological progress, as well as significant advances in the technology of drug creation and production, the range of pharmaceuticals for the treatment of asthma is quite wide and varied.

Conclusions. Asthma remains one of the major global health problems to date. The main criterion for WHO for this disease is that asthma remains an incurable disease, but is quite well controlled for the incidence.