

The analysis of the proposals of manufacturers on trade names of drugs showed: foreign-made antiepileptic drugs are represented by 22 pharmaceutical companies. Among them, the leaders are G.L. Pharma, Austria – 19 drugs, Teva, Israel – 19 drugs, Pharmascience, Canada – 12 drugs, SUN, India – 11 drugs, GlaxoSmithKline, UK – 10 drugs.

The results of the analysis of drug proposals by manufacturers showed that in the wholesale market of antiepileptic drugs there is a dominance of foreign companies. It should be noted that today in the southern and eastern Mediterranean the domestic production of antiepileptic drugs is not targeted, which in turn is a negative trend and requires the introduction of effective import substitution mechanisms.

THE ROLE, MAIN RESPONSIBILITIES AND NECESSARY SKILLS OF MEDICAL REPRESENTATIVES OF PHARMACEUTICAL COMPANIES

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Introduction. Medical representatives (MRs), also known as pharmaceutical sales representatives or medical sales representatives promote companies' products (OTC-medicines, prescription drugs and medical equipment). They implement various strategies to increase awareness of a particular company's product.

Aim. The purpose of this paper is to analyse the role, main responsibilities and necessary skills for MRs of pharmaceutical companies.

Materials and methods. We studied publications in scientific healthcare journals, web-sites of pharmaceutical manufacturing companies, as well as web-sites of recruiting consulting and training companies.

Results and discussion. The role of MRs is very challenging because they represent the total pharmaceutical company in a given territory. Building the platform of the company in front of customers, they share the company's mission and vision, promote the products and achieve the given objectives, in turn, which get converted into profit of the company. Their mission is to create and support demand for an existing medical or pharmaceutical product or launch new product ensuring availability at retailers and wholesalers. MRs' clients may include doctors, nurses and pharmacists. The MRs are supposed to increase product awareness, answer queries, work with objections, provide advice and introduce new products. Key MRs' responsibilities usually include: organizing meetings and appointments with community – and hospital-based healthcare specialists; establishing and identifying new business negotiating contracts; presenting or demonstrating company's products to healthcare specialists (doctors, nurses and pharmacists); organizing trade exhibitions, conferences and meetings; meeting scientific and business needs of healthcare professionals; reviewing sales performance; writing reports and other documents (for instance, keeping detailed records of all contacts).

In the face of increased competition, the work of MRs of the pharmaceutical company should be more flexible and creative with using modern technologies and instruments that provides a high level of conversion of promotional efforts into the desired result (sales).

Training of MRs usually includes the formation of knowledge about the company's product portfolio and competitive environment, the structure of the visit and the techniques of presentation. After training, MRs should pass test on the company's products awareness and have an internship with a senior MR.

Professional skills include knowledge regarding the human body and physiology, product portfolio knowledge, selling skills, knowledge on time management, and awareness about clinical aspects of promoted medicines, awareness about the competitors' activity, good detailing ability, and analytical skills and so on.

Besides professional skills, MRs are obliged to possess a wide set of personal skills, such as ability to take a challenge, ability to work hard, good interpersonal skill, a positive attitude. The candidate for MR's job position should be polite and gentle, dedicated and determined, self-confident and patient, disciplined and self-motivated, punctual etc. He also should be able to learn quickly and to work under pressure. Soft skills are necessary solve problems, to handle competitor's propaganda, to buildup relationship with customers, to listen carefully, to read customer's mind, to give the right information to the right doctors, to handle objections, to pursue customers, to be well accepted by customers and to handle the adverse situation.

To improve the work of MRs, we developed the criteria for evaluating MRs' visits to doctors and pharmaceutical workers, which consist of three blocks: evaluation of the visit preparation, evaluation the visit itself and evaluation the visit analysis. The assessment may be conducted by senior MRs and territorial managers during double visits and some amendments might be made based on the company's specific standard operating procedures.

ANALYSIS OF MARKETING COMPONENT IN THE RATIONAL USE OF DRUGS

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Introduction. According to the World Health Organization, mortality from adverse drug reactions and their misuse is the fifth largest cause of death. Therefore, the promotion of drugs, in particular their advertising in the media, has been the subject of constant criticism and scrutiny by public oversight bodies in almost every country in the world. Inadequate or unethical promotion of pharmaceutical products by pharmaceutical companies is often the reason for their