

## **MARKETING RESEARCH OF MEDICINES MARKET FOR MIOCARDIAL INFARCTION TREATMENT**

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Cardiovascular diseases (CVD) of population are the most topical medical and social-economical problem both for domestic public health and for society generally. According to the data of State Statistics Committee, the substantial increase of illness with cardiovascular pathology has been noted in Ukraine recently.

The aim of our research is investigation of medicines which have the largest frequency of prescriptions, within the Miocardial Infarction treatment (MI) and to conduct an analysis of drugs for MI treatment.

For the research tasks fulfillment the ABC analysis was conducted, VEN – analysis of drugs for MI treatment, a cost for medicamentous treatment was calculated.

On mortality rate of population from CVD, Ukraine is the first country among European countries. For long time, acute forms of the ischemic cardio disease of hold a leading position in the general structure of CVD and mortality. Despite significant achievements of the last years in the field of diagnostics and treatment, in Ukraine the tendency is evident that patients with such diseases are younger, trend of unfavorable course of disease and, as a result, increase of early disability of working-age individuals.

In the world practice, more frequently the methods of clinical and economical analysis are used with the aim of effective models development of pharmaceutical supply and rationalization of medicines' consumption.

Thus, the analysis of drugs prescriptions frequency according to medicinal forms, determines that the leading position in terms of prescriptions frequency from the total numbers of prescriptions occupied 56,98 % of liquid medicinal forms (solutions).