

ANALYSIS OF FACTORS CONTRIBUTING TO THE CONSUMPTION OF HEPATOTROPIC DRUGS

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A group of drugs with hepatotropic activity as it has been shown in numerous studies of domestic specialists' sheets is often enough appointed by Ukrainian doctors. Foreign branded drugs Essenciale (produced by French company Sanofi) and Karsil (produced by Bulgarian company Sopharma) traditionally are among the top 20 best-selling drugs in Ukraine.

The aim of this paper is to analyse causes of consumption of hepatotropic drugs in Ukraine. In our study we used desk research (content-analysis and analysis of documents).

Causes of consumption of hepatotropic drugs can be divided into two main groups: objective and subjective ones. Morbidity and mortality from liver disease in spite of the progress in the prevention and treatment of many diseases, exhibits a strong tendency to increase. The most common types of pathology of hepatobiliary system include acute and chronic viral hepatitis, toxic and medicinal defeat, alcoholic disease of liver and nonalcoholic steatohepatitis.

In addition to objective reasons for the application of hepatotropic drugs, there are many subjective reasons. Firstly, a large number of scientific papers devoted to the use of a class of hepatotropic drugs. A conflict of interest may arise in the financing of research or publication by the pharmaceutical companies. Number of scientific publications on the use of hepatotropic drugs with pathologies unrelated to the main indications is growing.

Secondly, the advertising of drugs in the media influences the final consumers. According to the data of market research of analytical system «PharmXplorer» / «Pharmstandard» of the company «Proxima Research», in 2014 the brand Essenciale took a first place in the top ten drugs leaders in expenditure on television advertising. The sales volume of television advertising of the drug was 157.1 million UAH for about 22 thousand displays of advertising. Among other subjective reasons for using hepatotropic drugs we can identify subjectivity of medical appointment, a high level of self-medication among the population and the use of hepatotropic drugs off-label.

Our further research will be focused on the study of consumers' behavior and consumers' attitudes to the class of hepatotropic drugs.