

THE ANALYSIS OF SALES RATES OF NEUROPROTECTIVE MEDICINES IN UKRAINE

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Today cerebrovascular pathology and its complications are the most widespread among other diseases, and in its progress and prognosis for further active life - the most difficult. The main role in this pathology occupy ischemic cerebral strokes (ICS) which annually affect from 5.6 to 7.0 million people, causing the death of 4.6 million of them.

Considering the foregoing, the incidence of ICS to state is a complex medical, social and economic problem that requires special attention and identifying and improving ways to solve it. An important role in treatment of ICS belongs to neuroprotective medicines (NM) which diminish brain damage, and also prevent brain necrosis after a sharp ischemia.

With the purpose of determination of features and tendencies of consumption by the Ukrainian population of NM, which is used for treatment of ICS, we conducted a sales analysis of the mentioned medications in natural and money measurement.

The information on the sales in natural and monetary measurement in 2009-2013 became the object of the research.

During the research we used retrospective, logical, statistics mathematical and graphic methods.

So, according to research results, Ukrainian pharmaceutical market of NM is almost 40% dependent on foreign producers and does not provide the requirements of population as an independent state in medications in accordance with Ministry of Public Health recommendations (Figure 1). An insignificant part of domestic products also draws attention in its cost measuring at the market of NM, which is about 35% (Figure 2). Such a tendency, in our opinion, is caused by the fact that domestic industry

is concentrated on the production of medications in lower prices assortment.

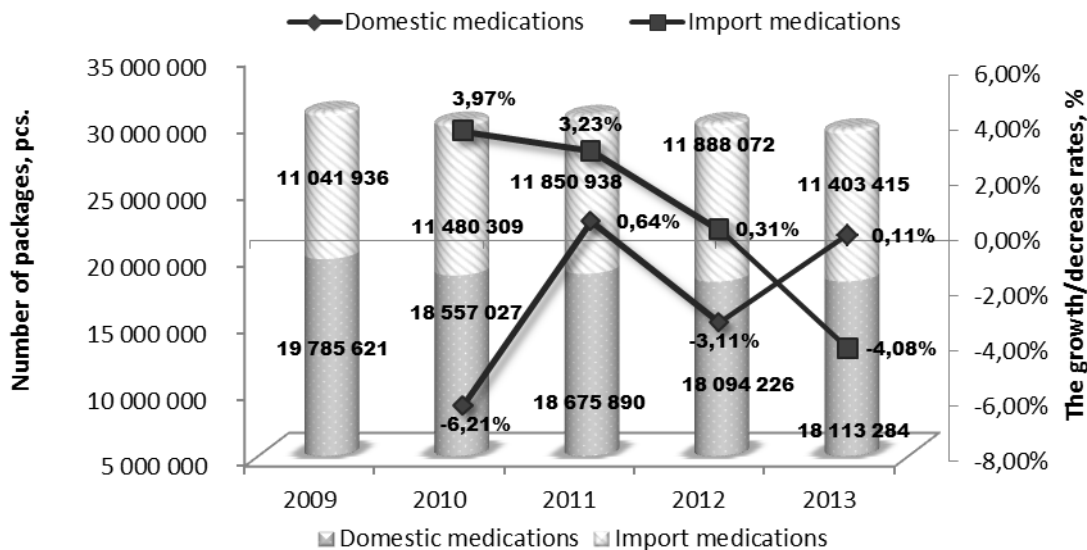


Figure 1. Sales dynamics of NM pharmaceutical market in natural measurement in 2009–2013 (taking into account an increase and a decrease of their sales rates)

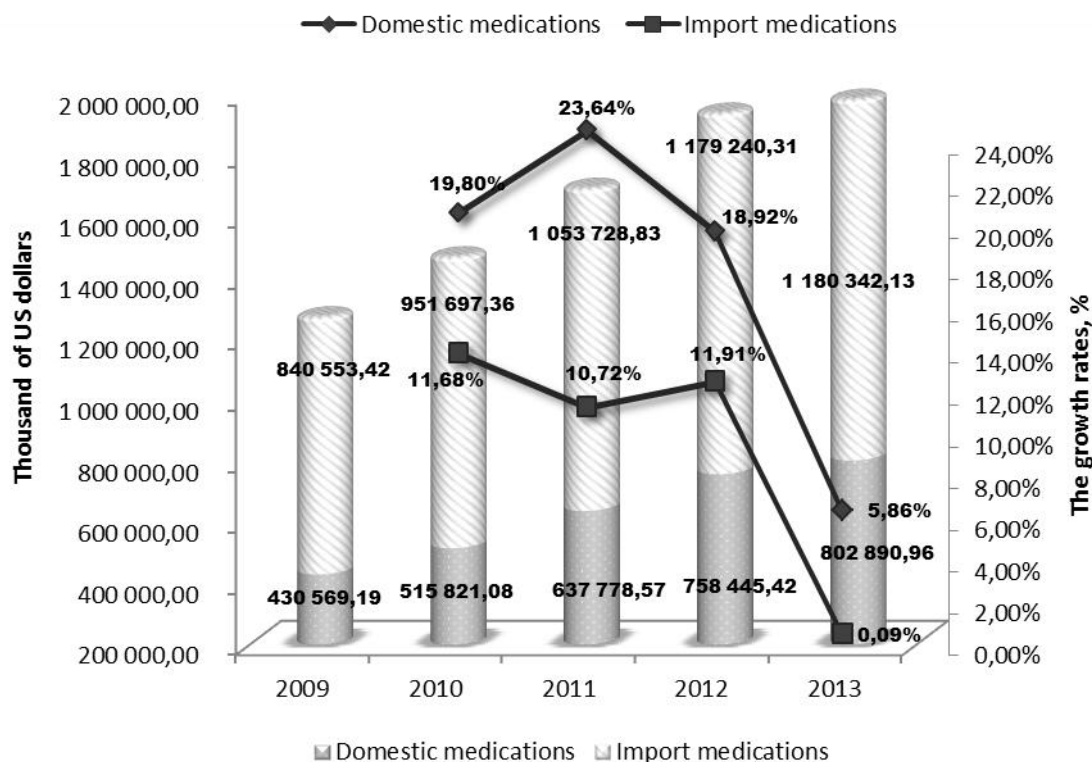


Figure 2. Sales dynamics of NM pharmaceutical market in monetary measurement in 2009–2012 (taking into account the growth of their sales rates)

The NM market of Ukraine mostly includes 4 pharmacological groups: A – «Alimentary tract and metabolism», B – «Blood and blood forming organs», C – «Cardiovascular of system», N – «Nervous system». The conducted research showed that the Ukrainian NM market sales in 2013 was 1.98 billion UAH for 29 516 700 packing, increased in comparison with 2009 by 56.02% in the monetary measurement and insignificantly dv (by 4.25%) in natural.

It is necessary to point out, that in 2013 a part of domestic medications in general NM sales in the natural measurement decreased by 8.45% in comparison with 2009. Specific gravity of sales rates of imported medications for the period of research, on the contrary, demonstrates the opposite tendency. So, the mentioned rates increased by 3.27%.

A different trend is observed in money indexes. In 2009-2013 the NM market in monetary units demonstrated an increase of sales rates of domestic medications by 86.47%, foreign, – by 56.02%.

However, in spite of the gradual increase of sales rates of domestic NM, pharmaceutical market, unfortunately, remains dependent on the import.

The results of the research state that in the sales structure for the total NM market both for medications of foreign and domestic production there was observed an excess of their share in monetary over the same in natural measurement, indicating the sales dominance of expensive drugs.

THE FEASIBILITY OF USING SOCIAL MEDIA IN PHARMACEUTICAL MARKETING

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Increased competition at the pharmaceutical market motivates pharmaceutical companies to implement modern strategies of drug promotion according to the