

THE ANALYSIS OF THE PHARMACEUTICAL MARKET OF DRUGS USED IN GYNECOLOGY

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The pharmaceutical market drugs used in gynecology in Ukraine, in addition to dynamic development, strong segmentation between different manufacturers of the countries of Western Europe, USA, former USSR countries and domestic enterprises. Therefore, in a continuous diversification of these drugs, and given the vital importance of some of them, there is an urgent need to systematize and analyze market of drugs used in gynecology.

The purpose of this study is research market of drugs used in gynecology.

Let us consider the characteristics of the modern range of drugs used in gynecology in the pharmaceutical market of Ukraine. It's up 83% range of imported drugs countries near and far abroad.

Drugs are the given pharmacotherapeutic groups in Ukraine in the form of dosage forms: candles vaginal, vaginal tablets, pills, ointments.

Share drugs that make suppositories is 52%, ointment – 21%, tablets – 15% and vaginal tablets – 12% respectively. Preferred forms of gynecological drugs issue – are soft dosage forms.

In studying the demand for drugs, the method expert assessments, which includes interviews with experts. The studies were based on different ownership of pharmacies in the cities of Kharkiv and Kyiv. In the survey participated 50 experts.

Analysis of survey data on professional experts showed that the majority of respondents take the position of pharmacist – 68.7%, and the position of pharmacist – 31.3%. Most experts polled hold the post of deputy chief of pharmacy – 30.6%, while the post of head of the pharmacy occupies – 25.4%. The office of pharmacist – is 24.5%, post pharmacist – 19.5%.

During the questioning of experts determined the nature of the demand for drugs used for treating gynecological diseases. The analysis established drugs that have the greatest demand among the population, FLUCONAZOLE-HEALTH Health (UA), PIMAFUTSYN® Astellas Pharma (NL), DYFLYUZOL® KMP (UA). It conducted a survey of experts concerning the evaluation of the most important characteristics that are important to consumers when choosing antimicrobial agents and antiseptic action, used in gynecology. The most important aspects were rules for dispensing drugs, interaction with other drugs and inherent side effects.

Our analysis showed that in Ukraine there are mainly drugs of this group of foreign manufacturers, which makes it very promising for domestic producers.