

комплекс прикладних рекомендацій щодо складання й раціонального використання чек-листів в аудитах ФСЯ.

Mala Zh.V., Posylkina O.V.

National University of Pharmacy, Kharkov, Ukraine

Study of factors influencing the dynamics of competitiveness for small pharmacy networks

mala-zhanna@rambler.ru

In difficult economic conditions against a background of falling demand for drugs, increased competition pharmacy networks have to work to improve their own competitiveness. For modeling directions of increase competitiveness pharmacy networks depending on their size, we have investigated the indicators that impact the competitiveness dynamics of pharmacy networks and assessed the strength of their influence.

The aim is to analyze the factors of influence and assess their importance for the dynamics of the competitiveness for small pharmacy networks in Ukraine.

The study used the following methods: method paired intergroup comparisons using Mann-Whitney; analysis of contingency tables using maximum likelihood criterion χ^2 ; Gamma correlation coefficients; Cheddok's scale; χ^2 -test used tool Feature Selection and Variable Screening software module Stat Soft Statistica Data Mining; Kendall coefficient of concordance. All statistical findings were made by the confidence level of 95%.

During research was conducted the questioning of 402 respondents – employees over 30 pharmacy networks from different regions of Ukraine. 53 potential factors of influence on the competitiveness of pharmacy networks were studied, characterizing features of the location of pharmacy networks, its daily turnover and number of employees, the availability of additional services and discount cards, the type of organizational structure, effectiveness of marketing, the

introduction of quality system, schedule, competent management, financial condition of pharmacies, the availability of an effective system of motivation and others. The indicators that were statistically significant relationship with competitiveness for small pharmacy chains were highlighted.

First is the availability of additional services ($\chi^2 = 5,1$, $p = 0,02$), despite the fact that few small pharmacy networks offer additional services, statistically justified is the claim that in most cases their presence improves competitiveness because meaningfully Gamma correlation ($G = 0,76$, $p = 1,97 \cdot 10^{-3}$), this relationship can be characterized as high strength dependence.

Second, it is non-stop schedule network pharmacy (a pharmacy network forte) ($\chi^2 = 5,1$; $p = 2,35 \cdot 10^{-4}$), a significant relationship between increasing competitiveness of pharmacy networks and presence of pharmacies with non-stop schedule can be described as moderate intensity dependence ($G = 0,44$; $p = 8,76 \cdot 10^{-3}$).

Third, is the lack of an effective system of motivation of employers (as weakness of pharmacy network) ($\chi^2 = 6,9$; $p = 8,71 \cdot 10^{-3}$), the relationship between the presence of this weakness and increasing competitiveness of the pharmacy network is negative significant strength ($G = -0,59322$; $p = 1,18 \cdot 10^{-4}$).

The fourth indicator that affects the dynamics of the competitiveness of small pharmacy networks is slow reaction to the market changes (as weakness of pharmacy network) ($\chi^2 = 8,5$; $p = 3,52 \cdot 10^{-3}$): correlation connection of this weakness with increasing the competitiveness of pharmacy network is a significant and very strong ($G = -1,0$; $1,44 \cdot 10^{-4}$).

For important in terms of modeling the dynamics of competitiveness of small pharmacy networks (first cluster) selected indicators were ranked. It was established that the greatest weight in modeling the dynamics of competitiveness of small pharmacy networks have such weaknesses as the lack of an effective system of motivation and slow response to market changes. Less important has non-stop schedule of pharmacy. The smallest, but significant impact on the

dynamics of competitiveness has such factor as the availability of additional services.

Thus, the factors influencing the dynamics of competitiveness for small pharmacy networks in Ukraine have been established and an assessment of their importance has been conducted. The results can be used in modeling the dynamics of competitiveness for the successful activity of the small pharmacy networks.

Музика Т.Ф.

Інститут підвищення кваліфікації спеціалістів фармації Національного фармацевтичного університету, Харків, Україна

Аналіз аспектів фармацевтичного забезпечення лікувально-профілактичних закладів у сучасних умовах

uef-ipksf@nuph.edu.ua

Нормативно-правова база, яка регулює фармацевтичне забезпечення (ФЗ) лікувально-профілактичних закладів (ЛПЗ), передбачає ряд взаємопов'язаних аспектів для його належного та якісного виконання. Серед них важливим є постачання лікарських засобів (ЛЗ) і виробів медичного призначення (ВМП) у ЛПЗ, яке ґрунтується на тому, що ЛЗ і ВМП потребують певних умов їх транспортуванні, що не завжди відбувається в сучасних умовах.

Вказане обумовило мету наших досліджень для визначення стану транспортування ЛЗ і ВМП у ЛПЗ. Об'єктом дослідження стала організація транспортування ЛЗ і ВМП під час виконання ФЗ ЛПЗ. В ході дослідження були використані методи аналізу нормативно-правової бази, анкетування, порівняння тощо на базі окремих ЛПЗ Харківського регіону.

Дослідженням встановлено декілька видів транспортування ЛЗ і ВМП в ЛПЗ, а саме, коли транспортування здійснюється виробниками фармацевтичної продукції чи оптовими фармацевтичними компаніями (далі