

# MARKETING RESEARCH OF MEDICINES FOR RHEUMATOID ARTHRITIS TREATMENT

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**Introduction.** Rheumatoid arthritis (RA) is a chronic systemic disease of the connective tissue with peripheral joints lesions and characteristic extraarticular manifestations. Rheumatic diseases lead to significant health care costs, affect the national economy and reduce quality of life.

According to the Ministry of Health, the prevalence of rheumatoid arthritis is approximately 116,492 patients, including 52,000 of working age people. Disability and disablement growth are the most important social and economic consequences of RA. Each year, 90 % of patients with an aggressive form of the disease are disabled. The average life expectancy of patients with rheumatoid arthritis is reduced by 10-15 years, thus it is an important therapeutic disease.

**Aim.** The aim of our study was to analyze the pharmaceutical market of Ukraine regarding the drugs used to treat rheumatoid arthritis.

**Materials and methods.** Systematic, structured, logical analysis methods and method of data summarizing were used.

**Results and discussion.** A treatment should be carried out comprehensively in several stages: medical therapy, local therapy with gels and ointments on the basis of NSAIDs, spa treatment, physical, medical and social rehabilitation.

According to the ATC system, drugs for the rheumatic diseases treatment belong to the group of M01-inflammatory and antirheumatic drugs. This group includes M01A-steroidal anti-inflammatory and antirheumatic drugs, L03-immunostimulants, J05 antivirals of systemic use administration, A11-vitamins. According to the system, the pharmaceutical market of Ukraine accounts about 60 drugs for the treatment of rheumatic diseases. Segment covers various pharmacological groups, a wide range of manufacturers and pharmaceutical companies such as: SANDOZ, KRKA, Novartis Pharma, Berlin-Chemie AG, Teva, Gedeon Richter, Darnytsia Health. One of the rheumatoid arthritis treatment methods is herbal medicine. Phytomedicines help to relieve the state of the disease and reduce pain in joints' affected areas. Individual herbs and their combinations can be applied in rheumatoid arthritis: birch leaves, nettle, white willow bark, juniper fruits, strawberries herb, sage herb, etc.

**Conclusions.** Development of new medicines for rheumatoid arthritis treatment is the topical task of the modern Ukrainian pharmacy.