SYSTEMS OF THE AUTOMATION IN RANGE OF PHARMACEUTICAL BUSINESS

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Introduction. Pharmacy is not only health care provider that provides medicines, but also source of business with complex reporting structure, which maintains contact with many suppliers, controls various aspects such specific goods, as medicines.

Now stock-out detection, choice of supplier, the formation of order receipt and product pre-sale preparation, maintenance serial accounting, inventory management, dispensing drugs to consumers can be performed faster and more efficiently through the use of computer programs.

Aim. Determine the needs of pharmacies in medicines. Consider the main types of programs that are currently used in pharmaceutical networks

Methods. Based on the research identified the main goals of pharmacies. 1. Management range. The main goal – to support the pharmacy range, the most profitable in terms of maximizing profits, meeting the demand and attract customers to the pharmacy. 2. Management of inventory. The main goal - maintaining optimal inventory. 3. The organization quality and faster customer service. The main goal - increase sales by speeding up and simplifying the decision-making process between buyer and sales. 4. The customer relationship management. The main goal – to increase sales through effective engagement and retention. 5. The decision of specific tasks related to government regulation of medicines main goal - to provide quality customer service and safe and avoid penalties by regulatory authorities. 6. Minimize financial, organizational and labor costs associated with automation. The main goal – to minimize the cost of automation provided a successful solution of all tasks. Using research Expert 2016 Farm selected basic applications for orders of medicines.

Results. 1) by automating processes from routine work are exempt valuable employees to help solve the personnel problem and removes the need to increase staff.

2) almost all analysts note that pharmacy automation reduces costs and increase turnover, increase sales and profits of companies.

3) turnover increased by 30-40%.

4) expanding the range of drugs.

5) prevent the ingress into circulation quality and counterfeit products through poseriynomu accounting.