

ANALYSES OF MACROENVIRONMENTAL FACTORS OF IRAQ PHARMACY

Dhahi Adnan Ahmed, I.V.Pestun
National university of Pharmacy
Email adooshahmed@yohoo.com

The success and effectiveness of an organization is dependent upon the interaction of the organizational system with its environment. Marketers study the points and processes through which organizations and their environments interact. The purpose of work is to carry out of macroenvironmental analyses of Iraq pharmacy. Research methods: logical, analytical, comparative methods of analysis.

According to last statistical data, population of Iraq is 37.0 million , GDP (PPP): \$544.1 billion, 2.4% growth, 5.7% 5-year compound annual growth, \$15,474 per capita, Unemployment: 16.9% , Inflation (CPI): 1.4%. There is no formal health policy document or framework in Iraq, policies are formed through laws, regulations and strategy documents. The Ministry of Health manages the health system in Iraq. Name of healthcare regulatory authority: Syndicate of Iraqi Pharmacists, under the Ministry of Health.

Drug import starts with giving entrance allowance for each batch, which is administered by Entrance permission committee of regulatory affairs department. There is no drug exportation.

According LO data from the Syndicate Of Iraqi Pharmacists (SIP) there are 11,857 pharmacists in Iraq. The ratio of pharmacists to the population in Iraq is approximately 1:2887. There are registered 5336 community pharmacies, 311 drug stores, and 296 private scientific drug bureaus. The Iraqi medication market includes about 8648 trade names registered with the MOH Directorate of Medical Affairs.

Governmental healthcare is free. However, for poor patients who cannot pay for their treatment in private hospitals and do not have the funds to pay for private doctors, there are long waiting lists for treatment. Currently 96.4% of Iraqi-s are without health insurance. There is no health insurance system to serve the public, and so they rely on the Iraqi central government-run public health care system, with little advocacy or diversity of treatment options.

Thus, the political, economic, social and demographic situation in Iraq lags behind a complex one and significantly affects the development of the pharmaceutical market.