

ANALYSIS OF THE COMPETITIVENESS OF DRUGS FOR TREATMENT OF ACID-DEPENDENT DISEASES

Matveeva I. S., Kobets M. N., Kobets Yu. N.
National University of Pharmacy, Kharkiv, Ukraine
maya4ok777@yahoo.com

Significant prevalence of chronic acid-dependent diseases of the digestive system and the need for large financial allocations for the implementation of therapeutic programs determines the urgency and social significance of this problem for practical health care.

The aim of the work is to analyze the competitiveness of drugs for the treatment of acid-dependent diseases.

Research methods: for the study of the competitiveness of drugs for the treatment of acid-dependent diseases, a differential method was used. The competitiveness indicator was defined as the ratio of the amount of a particular drug sold to the average amount of analogue sales over the same period of time.

Results and discussion. In order to calculate the competitiveness indicator, the proceeds and sales of drugs for the treatment of acid-dependent diseases in the 3 months of 2017 in one of the Kharkiv pharmacies were analyzed.

In the course of the conducted researches on the determination of the competitiveness of drugs for the treatment of acid-dependent diseases, the following results were obtained: Almagel A Susp. has the highest competitiveness index 150 ml (2.6). The smallest indicator of competitiveness, among the analyzed drugs is Gastal tabl. No. 30 (0.16). The coefficient of competitiveness more than one have the following drugs: Almagel 170 ml, suspension (2.6); Gaviskon suspension 150 ml (1.88); Almagel A 170 ml, suspension (1.44); Rennes №24 mint. (1,04); Gaviskon 250 mg №24 Tab. (1.04).

An important quantitative criterion for assortment formation in a pharmacy is the speed of movement of certain drugs and the profitability from their implementation. At the next stage of research, the speed of drugs for the treatment of acid-dependent diseases is determined.

The following results are obtained: the slow speed of motion is Rennie's drug number 12 (0.5). The steady speed of the movement is drugs – Phosphalagel (0.44), Alyumag (0.43), Rennes №24 mint. (0.33), Gastal (0.33), Gaviskon susp. (0.28). Drug is highly viable – Almagel A (0.19), Maaloc (0.2), Almagel (0.21), Gaviskon Tab (0.25).

Conclusions. The analysis conducted by us showed that the market for drugs for the treatment of acid-dependent diseases in Ukraine is developing and is quite promising for the domestic producer.

STUDY OF APPROACHES TO PERSONNEL MANAGEMENT IN PHARMACEUTICAL ORGANIZATION

Ngoma V. F.
Scientific supervisor: prof. Piven E. P.
National University of Pharmacy, Kharkiv, Ukraine
francelino2009@yahoo.com

Introduction. Personnel management is the cornerstone of good functioning and the development of any organization, and the pharmacy does not avoid the rule. Personnel management consists of the formation of a personnel management system, the planning of the work of personnel, the development of a work plan for personnel work, the marketing of personnel, the identification of personnel and the need for personnel.

Aim. Showing the importance of personnel management in a pharmaceutical organization and by which process it's done. Showing how motivation of employees can help develop the organization.

Materials and methods. We have studied the management style of some pharmacies and also how the heads of this pharmacies were managing the people. Being from Congo in Central Africa, the work has been done on pharmacies there and we realized that it's the same almost everywhere. We have also studied