

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

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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), Maalloc (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

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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

what motivates the workers. We have done a survey among workers and found out about it but also among the heads to know which style of motivation they often use.

Results and discussion. Resulting from our conversations with the heads of pharmacies, we found out that good staff management begins with a good set of staff. Each manager needs to establish recruitment criteria in order to have the staff that will best help him achieve his goals.

This goal can be achieved only with a well-established structure, in which every employee of the pharmacy knows his responsibilities. In this way, everyone will work freely and efficiently for the success and development of the pharmacy. It is important that the staff give themselves 100 percent. To do this, it is necessary that the pharmacy manager creates the most favorable conditions in which each employee will strive to work effectively. For this, there are different methods of motivation:

- Material motivation (money, bonuses, presents, gift certificates, vouchers for the period of holidays).
- Non-material motivation - it is praise, compliment, photo on the honor roll, stand "Best employee of the month", etc. All that has a beneficial effect on the emotional and mental state of the staff but is not expressed in monetary terms.

In result of the survey among the workers, we found out that more than 60 percent of them were more motivated by a good salary, bonuses than by compliments. The material motivation happened to be the most effective method of motivation to them.

Similarly, most of the heads also use the material motivation more than any other method when they want the employees not to lose their motivation. It's primarily because for most of them they use an authoritarian style of management what makes them not to be so in touch with all the employees.

When the personnel are in a good state, when they are well paid, it will positively affect their work. They will be able to produce more results and do more exploits and that will be helpful for the population coming to this pharmacy and also for the prosperity and development of the pharmacy.

Conclusion. Pharmacy is a hope for the society. Therefore, it is necessary that it functions properly to provide good quality services to the society. And all this is possible only if the staff is under an excellent management.

STUDYING THE ROLE OF PHARMACISTS IN PROMOTING THE RATIONAL USE OF ANTIBIOTICS

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Introduction. An unjustified taking of antibiotic accelerates the development of resistance to antimicrobial drugs and it is one of the greatest threats to the health of people around the world. Infections resistant to antimicrobial drugs can lead to longer hospitalization, increased medical costs and the death of a large number of patients.

Aim. The aim of this work was to determine the role of the pharmacists in implementing the policy of rational use of antimicrobial drugs.

Materials and methods. The materials of the World Health Organization (WHO) and foreign scientific publications were analyzed. The method of questionnaire survey of pharmacists in Ukraine was used.

Results and discussion. Based on research in 44 countries in Europe, WHO reveal that more than 40% of all prescribed antimicrobial recipes are unjustified and do not meet the goals of treatment. WHO determined the role of pharmacist in the process of rational use of antibiotics. A number of requirements have been met, in which the pharmacist will prevent the inappropriate use of antimicrobial drugs, among them: proper counseling of patients and their relatives when selling antibiotics, necessarily providing them with instructions for the use of these drugs; explanation to patients the particular importance of compliance with the prescribed course of antibiotic treatment, the inadmissibility of premature discontinuation of treatment or reduction of the recommended dose; recommendation to patients to consult doctors to replenish