

EVALUATION OF EFFICIENCY OF ADVERTISING OF SPECIAL DRUGS IN THE MEDIA OF THE UKRAINIAN POPULATION

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Introduction. One of the most effective means of promoting drugs on the market is advertising. There are different levels of memorization and recognition of advertising to assess its effectiveness: spontaneous (not stated), predicted, tachycoscopic. In order to assess the spontaneous popularity of advertising, respondents are asked to name the first drugs come to mind. There are models for making a purchase decision, which puts the popularity of the first place: the recognition of the drug with its visual observation at the pharmacy. To measure recognition is using a device – a tachycoscope, during the interview it shows the image of the various drugs to the respondent, after which the respondent is asked to indicate which of the listed drugs he knows.

The aim of the work is to assess the effectiveness of advertising of certain drugs in the media among the Ukrainian population.

Research methods. A survey of 100 consumers of various pharmacy networks in Kharkiv.

Results and discussion. In order to detect a spontaneous level of perception of advertising, consumers were asked to recall drugs that they remember advertising. Among the drugs that were the first to come up, consumers mentioned the following: mesim (60%), linex (59%), enterogerminum (55%), no-spa (50%), karsil (50%), supradin (45%), dolgit gel (35%), ACC Long tabl. thorn. (35%), espumizan (33%), dophalac (32%), lospirine (27%), mefenamina (26%), amixin IC (17%), lizak (16%), Bronchial Balsam Bell (15%). During the research, characteristics were proposed that fully characterize advertising. As it turned out, the maximum value (9-10 points) has confidence in advertising – 42% and curiosity of advertising – 45%. High importance (7-8 points) for consumers have the following characteristics: attractiveness – 68%, efficiency – 55%, originality – 53%, vitality – 47%. The average (5-6 points) have: inefficiency – 53%, originality – 47%, informality and vitality – 43%. Low values (1-4 points) have: inefficiency – 33%, informative – 20%. Also, consumers were asked to rate the advertisement as a whole. After the poll, the results were distributed as follows: I liked it very much – 43%, somehow I liked it – 25%, I felt neutral – 22%, I did not like it – 6%, not at all liked it – 4%.

Conclusions. An estimation of efficiency of advertising of special drugs among the population of Ukraine is conducted. The spontaneous level of consumer perception of advertising is revealed. More than half of the respondents remember the advertising of drugs mesim, linex, enterogerminum.

RESEARCH OF PHARMACOECONOMIC ACCESSIBILITY OF STATINES IN UKRAINE

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Introduction. To date, atherosclerosis is considered one of the most dangerous diseases that leads to death. Atherosclerosis is recognized, most often, when there are problems with blood supply to the heart, limbs and brain, the disease is diagnosed in the last stages. Atherosclerosis is one of the main causes of cardiovascular disease. The likelihood of developing a stroke in people with high blood pressure and cholesterol increases by a factor of 7 if they do not adhere to the regimen of taking medications to reduce these indicators or take only one type of medication. In patients taking high doses of statins, there is a decrease in the severity of atherosclerotic plaques, and a longer life span is recorded than in the control group. Statins are one of the most popular groups of drugs that lower cholesterol levels in the blood. Almost one-third of all residents of developed countries over the age of 40 years are taking statins, so the need to study the level of their availability for domestic patients is very acute.

Aim. To calculate the indicators of the socio-economic availability of medicines in Ukraine, the economic availability of treatment with statins.

Material and methods. Content analysis, pharmacoeconomic research methods.

Results and discussion. We have calculated the socio-economic availability of statins in Ukraine. The solvency of the population was analyzed. The analysis of the socioeconomic availability of statins by the indicator of solvency of the population shows that statin pharmacotherapy is available to many residents of Ukraine. Atorvastatin-based drugs are large proportion of registered drugs of the statin group (51%). Pharmacoeconomic estimation by cost-effectiveness method shows optimal choice among statins. It is rosuvastatin-based Rosart tab. 40 mg №90, Actavis (Iceland). However, the "cost-utility" method confirmed the advantage of Atorvastatin 10 mg (based on the ratio of "lowering the level of LDL-costs"). Preference should be given to the Etset® tab. 40 mg No.28 KusumFarm (Ukraine).

Conclusions. According to the results of the analysis for 2014-2016, there were changes in the range of statins presented in the pharmaceutical market of Ukraine. Most medicines are imported, which significantly impairs the economic availability of these medicines. Prices vary from medium to high, which gives the opportunity to individually choose of a drug, taking into account active components and dosage forms. The analysis of social-economic availability for the period 2014-2016 have showed that most statins are highly accessible to Ukrainians. It is observed that Rosart, Vasylip, Omacor are routinely available medicines.

THE ROLE OF DIETARY SUPPLEMENTS IN THE ASSORTMENT POLICY OF PHARMACIES

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In the conditions of increasing interest of the population in dietary supplements, as well as in view of the variety of variability and significant instability in the implementation of this group of products, market research on the diet of dietary supplements becomes of particular relevance.

The aim of the work is to determine the role of dietary supplements in the general range of the pharmacy.

Research methods: content analysis, ABC analysis.

Results and discussion. The assortment of pharmacy "X" has 5591 names. The ratio of assortment groups of pharmacy goods is investigated. The largest number is represented by drugs – 46.58%, items of care – 23.63%, dietary supplements – 9.3%, and related products – 7.69%. The group of dietary supplements has 520 names. Among the domestic producers, the leading positions are occupied by Nutrimed Ltd (Kiev), LLC Element Health (Kyiv), LLC «Healthy food» (Kharkiv), PharmaPlus (Kharkiv), PJSC "Technolog" (Uman), "Biotek" Ltd. (Kharkiv), Novalik-Farm LLC (Kyiv region, Khotov village). Imported dietary supplements are presented by countries of India, Canada, Italy, Spain, Germany, Switzerland and Cyprus. Imported goods make up 263 items (50.58%), domestic goods – 257 items (49.42%). The breadth of the range of dietary supplements of the pharmacy "X" is represented by 32 groups of goods of the corresponding depth with saturation in 520 assortment positions. The most profound groups are probiotics, agents that infuse the reproductive system of males and prostate gland, hepatoprotectors, agents for the reproductive system of females. The stability of the range of dietary supplements is determined. Stability of the range of dietary supplements $K = 0.8$. Consequently, the range of dietary supplements in the pharmacy "X" is quite stable. One of the quantitative criteria for assortment formation is the speed of movement of individual goods. It is determined that the speed of dietary supplements is slow ($K = 0,6$).

The ABC analysis of dietary supplements of the pharmacy "X" was conducted. It is established that the share of goods of group A is 18%. Group A is most profitable for a pharmacy, since according to the principle of Pareto it brings 81.33% of profit. Products of group B (31%) may go to group A. With certain marketing efforts, Group C (51%) bring significantly lower profits, but satisfy certain needs of the population, which determines the social role of the pharmacy.