

rhinosinusitis, chronic tonsillitis, bronchial asthma, arterial hypertension, gastric ulcer, chronic pancreatitis, rheumatoid arthritis, stable ischemic heart disease, chronic cholecystitis. Being in this documents, medicine got the index “V”, not being in this clinical protocols – “N”. The duration of the study is 2018.

**Results of research.** According to the 92 disease histories of patients with community-acquired pneumonia aged from 24 to 63 years 48 trade names of medicines (34 international non-patent names (INN)) from 18 pharmacological groups have been determined.

According to “formal” VEN-analysis the most part of all medicines which were prescribed to the patients with community-acquired pneumonia was given in Ukrainian clinical protocols that consisted 88,24 %. International non-patent names of medicines of group “Blood substitutes and perfusion solutions” (sodium chloride, dextrose), of group “Decongestants and other drugs for local use in diseases of the nasal cavity” (oxymetazoline) and medicine for local anesthesia – lidocaine were absent from clinical protocols.

**Conclusions.** According to the results of VEN-analysis the real pharmacotherapy, prescribed to patients with community-acquired pneumonia in researched health care institution of Kharkov, in general, can be considered as rational from clinical points of view. But the outcomes show the urgency of the further correction of pharmacotherapy of specified diseases in this health care institution according to Ukrainian clinical protocols.

## **MARKETING INVESTIGATION OF PREVENTIVE THERAPY OF PATIENTS WITH MULTIPLE SCLEROSIS**

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**Introduction.** Multiple sclerosis (MS) is a chronic, ever-progressing disease of the nervous system that can develop at any age, but in most people it is diagnosed in the age from 20 to 40 years. Treatment for MS is an expensive process, so proper state support is becoming critical for these patients. It should be noted that in Ukraine, therapeutic measures in the MS do not fully meet the needs of patients with this diagnosis.

**Aim.** The purpose of this work is to conduct a marketing analysis of the pharmaceutical market for drugs used in pathogenetic therapy of MS, namely, immunomodulators.

The materials of the study are the normative document regulating the provision of medical care to patients with multiple sclerosis. It is a clinical protocol approved by the Order of the Ministry of Health on August 17, 2007 N 487 "On approval of clinical protocols for the provision of medical care in the specialty Neurology". Also we used State register of drugs.

**Methods of research.** For marketing analysis, we analyzed the registration of interferon preparations, which are included in the protocol for the treatment of patients with multiple sclerosis.

**Research results.** According to the State registration of medicines of Ukraine, as of 12.12.2018 46 preparations of Interferon group (L03AB) were registered on the domestic pharmaceutical market. Among the foreign manufacturers of manufacturers are: F. Hoffmann-La Roche AG, Switzerland - 4 trade names of drugs, or 40% of the total number of registered foreign drugs; Biosidus S.A., Argentina, Merck Serono, Italy and Boehringer Ingelheim, Germany. An analysis of the domestic manufacturers of preparations of the interferon group, found that the following are the leaders of the pharmaceutical industry. the company: "VALARTIN PHARMA Ltd." - 22 trade names of pharmaceutical products, LLC "FZ" BIOFARMA -13 products of medicinal products, "Valartin Pharma Ltd." - 11 trade names, LLC "Scientific and production company" Interfarmbiotek "- 10 names of drugs. An analysis of interferon drugs was conducted, for medicinal forms. It was established that the main part consists of drugs in the form of tablets of 19 drugs (or 41%). Solutions, suspensions and powders cover up to 20%.

**Conclusions.** Analysis of the data of the State registration of medicines of Ukraine established that 46 preparations of the Interferon group (L03AB) were registered on the domestic pharmaceutical market. Analysis by manufacturers, found that preparations of the interferon group consist of 88.9 % from the domestic drug production.

## **ANTIOXIDANT POWER ASSAY FOR SCREENING OF ANTIOXIDANTS IN CRANBERRY FRUITS AND ONION PEELS**

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**Introduction.** Oxidative stress to the aim balance between free radicals and their stabilizing agent`s antioxidant enzymes in the body. The reactive oxygen species are the product of cellular metabolism in also normal condition and readily they are important for cellular signaling pathways. But in some extreme condition,