

ANALYSIS OF CURRENT TRENDS INNOVATIVE DEVELOPMENT OF THE PHARMACEUTICAL INDUSTRY

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Introduction. In recent decades, support for the development and implementation of new technologies has remained a key element of national economic and scientific policy in all developed countries of the world. Among all sectors of the world economy, the pharmaceutical sector of the health care system is extremely scientifically intensive and can therefore be seen as an example in the context of research into the dynamics of global innovation processes. At the same time, the strategic importance of the social policy of the world's states is the need to more actively introduce the competitive national pharmaceutical industry, provide the population with a skilled, accessible and timely pharmaceutical and medical care population. Achieving this goal depends to a large part on the sustainable development of the pharmaceutical industry through an innovative development strategy.

Aim. Conducting an analysis of current trends in the innovative development of the pharmaceutical industry.

Materials and methods. The following methods were used in time for the study: logical, system-analytical, comparative analysis and generalized information.

Results and discussion. Data from the systematic data of scientific literature found that the trends that followed the global economy after the crisis were contradictory. On the one hand, there is an intensive penetration of information technology and automation in the services sector, industry, transport, medicine. The world's leading information and communication companies have shown an intense increase in sales and capitalization in recent years. On the other hand, instability and recurring crises are recorded in many emerging markets. In particular, the growth rates of the economies of China and India have declined in recent years. These trends update the need to study the world's innovation processes. Among the most significant high-tech industries is pharmaceuticals, which occupy an important place in the innovation processes of both developed and developing countries.

The pharmaceutical industry (PhI) is characterized by specific innovation processes, a complex structure, a large number of high-tech jobs, high investment attractiveness. Investments in pharmaceuticals are of a long-term nature and in the future can bring results in completely new, difficult to predict directions, so it is difficult to assess their effectiveness in a timely manner. Research and development (R&D) and regulatory decisions are of great importance in the development of the industry. PhI is one of the most highly regulated in the world because its products directly affect people's lives and health. Regulatory requirements for medicines vary by country. Over the past hundred years, pharmaceutical innovation has had a major impact on society, and the innovation and investment activity of pharmaceutical transnational companies (TNCs) has played an important role in globalization.

A feature of the modern business model in the pharmaceutical market is the cooperation of several players to create an innovative competitive product. In recent years, PhI studies have been characteristic: relatively rapid entry into the market of new drugs, successful research projects on the part of both large and small players, as well as high activity on the part of investors. It should be noted that after 2014 the global pharmaceutical market was characterized by positive growth dynamics, the growth rate began to increase and reached 5%. Thus, the total global sales of pharmaceutical products in 2015 for the first time exceeded 1 trillion. dollars U.S. per year, and by the early 2020s. their growth reached 1.4 trillion dollars. U.S., the total value added in pharmaceuticals in 2016 exceeded \$450 billion, which is comparable to the GDP of countries such as Sweden and Argentina. Pharmaceutical companies are among the fastest growing on the U.S. and EU exchanges, which explains the investment attractiveness of the industry. The total market capitalization of European pharmaceutical TNCs alone exceeds \$1 trillion. Pharmaceuticals is in the top 6 industries of the Fortune 500 rating, companies from the list give 7.4% of

revenue from the total. The fastest growing segments include generic markets and biotechnology medicines, the most innovative part of global pharmaceuticals. The United States has been the world's largest pharmaceutical market by total sales for more than 20 years. It found that per capita drugs sales in the United States were more than double that of the Organization for Economic Cooperation and Development (OECD) country average. In 2015, per capita spending on U.S. products was \$1,162. The United States (the OECD average is \$515). Compared to other countries, the U.S. is assigned and sold much more drugs in both the number of packages and per capita costs. It should be noted that the total cost of health care in the United States is much higher than in developed countries. This explains the large size of the U.S. pharmaceutical market, and determines the opportunities, including innovative ones, of U.S. companies.

Conclusions. The study led to conclusions about the continuing continuous growth of innovation activity in pharmaceutical industry. In general, the study confirmed that pharmaceutical TNCs of developed countries remain an innovative key part of the global pharmaceutical industry. The introduction of the latest drugs to the market is almost entirely carried out by a small number of the largest TNCs and is an impetus to the development of the pharmaceutical industry.

STUDY OF THE INFLUENCE OF ALLERGIC DISEASES ON THE QUALITY OF LIFE OF THE POPULATION

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Introduction. The problem of allergic diseases (AD) is very urgent for all countries, given the widespread spread of these diseases and the considerable socio-economic burden they create for the public and individuals. Allergy has become a global problem of today.

Aim. Report on the investigation of the impact of AD on the quality of life of the population.

Materials and methods. Statistical, pharmacoeconomic analysis, structural

Results and discussion. To date, the registration of cases of seeking medical help does not fully reproduce the state of prevalence of AD, this is mainly due to the fact that doctors with self-reported persons with pronounced manifestations of diseases. The level and the steady growth of the AD make the situation an epidemic. Most experts agree that the most common form of AD is allergic rhinitis (AR). The prevalence of AR in the world ranges from 15 to 40% of people of all ages, in Europe in the AR suffer from 23-30% of the total population, in Asia – 10-30%. The prevalence of AR among adults is estimated at 10-30%, among children – about 40%. In 80% of patients, symptoms of AR develop by the age of 20, in 40% of them they have been present since the age of 6 years. In the age group under 5 years, the prevalence of AR is lower than among schoolchildren and adolescents; the increase in morbidity accounts for the early school age. Over the last decade, the frequency of AR (seasonal and year-round) in European countries has increased and, according to recent years. Data show that the number of people with AR in Europe is approaching 50 million people.

It is known that the prevalence of allergic diseases in different regions of Ukraine is 15-30%. In the last 5 years, there has been a tendency in Ukraine to increase the number of patients suffering from AR. The problem of AR is relevant because of its widespread spread among the population, as well as the fact that current methods of treatment of AR are unsatisfactory. All this has a negative impact on the quality of life of patients with AR, which, given the significant proportion of such persons among the population of any country, is of great social importance.