

Health economy – a study that gives information to decision makers for efficient use of available resources for maximizing health benefits to the both, government and population.

The aim of the study was to identify the main approaches for economic analysis in health economy.

Estimation of the main informative resources such as WHO reviews and programs had been studied.

It was established, economic evaluation is one part of health economics, and it is a tool for comparing costs and consequences of different interventions, especially in health.

Health technology assessment (HTA) is a technique for economic evaluation that is well adapted by developed countries. The traditional classification of economic evaluation includes cost-minimization, cost-effectiveness analysis, cost-utility analysis, and cost-benefit analysis.

It should be concluded that modern approaches in health economy have to consist of HTA that is the basic well-grounded instrument of economic analyses (syn., economic evaluation). Given methods of HTA should be accurately evaluated and proposed on the state level, for example, by the Guidelines to the development of a sectoral standard in HTA.

SUBSTANTIATION OF DIRECTIONS OF IMPROVEMENT COMPETITIVENESS OF PHARMACEUTICAL COMPANIES

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The concept of competitiveness among pharmaceutical manufacturing enterprises is based on the need of meeting market requirements, market's saturation with affordable drugs, and their access to the international markets and their survivability in the highly competitive environment. The scientific literature

provides a set of components of the "competitiveness among pharmaceutical manufacturing enterprises" concept, which: contains qualitative and quantitative indicators of products' competitiveness; ensures the sustainable promotion of the enterprise and its products on the market; control and analysis of financial and economic activities, etc. In this regard, research and development is actual of scientifically accurate set of approaches to improving competitiveness among pharmaceutical enterprises.

The **aim** of this study is to develop the directions of competitiveness' development of pharmaceutical manufacturing enterprises' based on an expert survey of specialists in pharmaceutical health care sector. 114 experts participated in the survey, among which the largest number of respondents are aged from 36 to 45 years (47.4%) and ones who have had a work experience of 10 to 20 years (57.9%).

Main results. An expert survey shows that the components of improving competitiveness are the regulatory system drug's pricing (49.2% of experts noted), improvement of the product quality control system, its manufacture, storage and transportation (47.7%), development and implementation of loyalty programs for customers (47.7%). It was estimated that 33.8% of experts consider investments into product development and production of new drugs to have a positive effect on competitiveness growth, 32.3% – upgrade the production technology, 29.2% – improvement of intermediaries' stimulating systems. Somewhat fewer respondents (respectively 16.9% each) believe that competitiveness increase is possible due to marketing systems improvement, the structure of imports of pharmaceutical products improvement, and also a change in the qualitative characteristics of raw materials and substances (10.8% of experts). It should be noted; the competitiveness of a pharmaceutical company is determined by many factors related to the marketing mix. For example, among them are consumer properties of medicines, characteristics of target markets, consumer behavior and loyalty, pricing strategies, particularities of distribution policy and logistics of an enterprise, marketing programs of an enterprise.

At the next stage, the experts were asked to choose factors inhibiting the development of competitiveness among pharmaceutical enterprises. It was established that the problematic factors that prevent the increasing competitiveness at the present stage, from the point of view of experts, include high levels of competition and lack of marketing programs (68.4% and 60.5% of experts respectively noted). Influence of unstable economic situation in the country as a negative factor was noted by 58.8% of experts, and insufficient motivation of employees – by 55.3% of experts. Lack of equity and therefore insufficient investment in innovative developments inhibit competitiveness among enterprises according to 50.9% and 52.6% of experts, respectively. Lack of anti-crisis programs as a factor that complicates the formation of competitiveness among pharmaceutical manufacturing enterprises was noted by 45.6% of respondents. Also high level of market barriers and low product competitiveness hinder the development of enterprises' competitiveness (44.7% experts' answers). Such factors like weak staffing potential, lack of competitive strategy, low adaptability to external factors, lack of market information and insufficient state support, were noted by less than 40.0% of experts.

The competitiveness among the enterprises characterizes the possibilities and adaptability to the conditions of market competition. The stable position of the enterprise in the pharmaceutical market is determined by its opportunities: the availability of modern technology, equipment, the level of marketing support, the potential and resources of the enterprise, which ensure the functioning and strategic development of the enterprise. During an expert survey indicators were set that accurately represent the competitive ability of manufacturing enterprise and which are subjected to continuous monitoring. These include the price and product quality ratio (according to 69.2% of experts), level of quality products (67.7%), expenses on pharmaceutical products' promotion (57.5%), quality of work of medical representatives (35.4%), export opportunities of enterprises and company's reputation (32.3% each), product advertisement and doctors'

prescriptions the enterprise's medicine (29.2% each), availability of innovative drugs in stock (24.6%).

An expert survey of industry related experts who were asked to choose the current areas of manufacturing enterprise's potential competitive ability increase demonstrates that the priority lies on high economic and quality indicators of products (65.2% of experts noted), carrying out active promotional activities (64.3%), the use of price factors (consider 53.0% of respondents). Also important is the study of marketing activities of competitors (noted 38.3% of respondents), the development of the pharmaceutical business on new markets and customer focus (36.5%), analysis and support advantages of enterprise's products compared to similar ones (32.2%).

The competitiveness of an enterprise is a relative characteristic that represents the differences in the development of a given company from the development of the competing ones in terms of how one's products satisfy the needs of the consumers and in terms of production efficiency. Experts believe that in the first place it is advisable to analyze the activities of competitors with the following goals: determining existing and potential manufacturing competitors (81.8% of respondents); identification of competing products (72.7% of respondents noted); study of the competing product's strong and weak sides (54.5% of experts noted), forecast of competitors' strategies (27.3%). An effective source of data for analyzing the activities of competitors, according to experts, is quantitative information (sales, prices, assets and market shares, availability and size of the distribution network, product's range, personnel).

Conclusions. Therefore, the competitiveness of the enterprise depends on the totality of the competitive forces of the market and the availability of competitive advantages. It is necessary to develop and implement a comprehensive planning and management system of enterprise's competitiveness components, including marketing program to ensure product competitiveness on the market for pharmaceutical manufacturing enterprises in order to achieve a stable sustainable level of development.