

Besides professional skills, MRs are obliged to possess a wide set of personal skills, such as ability to take a challenge, ability to work hard, good interpersonal skill, a positive attitude. The candidate for MR's job position should be polite and gentle, dedicated and determined, self-confident and patient, disciplined and self-motivated, punctual etc. He also should be able to learn quickly and to work under pressure. Soft skills are necessary solve problems, to handle competitor's propaganda, to buildup relationship with customers, to listen carefully, to read customer's mind, to give the right information to the right doctors, to handle objections, to pursue customers, to be well accepted by customers and to handle the adverse situation.

To improve the work of MRs, we developed the criteria for evaluating MRs' visits to doctors and pharmaceutical workers, which consist of three blocks: evaluation of the visit preparation, evaluation the visit itself and evaluation the visit analysis. The assessment may be conducted by senior MRs and territorial managers during double visits and some amendments might be made based on the company's specific standard operating procedures.

## **ANALYSIS OF MARKETING COMPONENT IN THE RATIONAL USE OF DRUGS**

Zhadko S.V., Tchitembo Gloire Helena  
National University of Pharmacy, Kharkiv, Ukraine  
svzhadkopharm@gmail.com

**Introduction.** According to the World Health Organization, mortality from adverse drug reactions and their misuse is the fifth largest cause of death. Therefore, the promotion of drugs, in particular their advertising in the media, has been the subject of constant criticism and scrutiny by public oversight bodies in almost every country in the world. Inadequate or unethical promotion of pharmaceutical products by pharmaceutical companies is often the reason for their

irrationality, including overuse. Most prescribers receive information mainly from pharmaceutical companies rather than from independent sources such as clinical guidelines. In some countries, direct marketing of prescription drugs to consumers is permitted, which may result in patients being pressured by doctors to prescribe unnecessary drugs.

**Aim.** The purpose of this work is to study the marketing component in the process of rational use of drugs and identify the directions of its improvement.

**Materials and methods.** We studied publications in scientific literature, web-sites of international healthcare organizations (WHO, FIP).

**Results and discussion.** Ukraine is one of the few countries with favorable conditions to market pharmaceutical products. This is ensured by the following conditions of the Ukrainian pharmaceutical market:

1. Most drugs are dispensed without a doctor's prescription.
2. Advertising in the media of almost all registered OTC-drugs is permitted.
3. Absence of the national control body that would control the accuracy of information on the packaging of drugs in accordance with the principles of evidence-based medicine.

In Ukraine, advertising of OTC-drugs, medical equipment and medical products is about 30 % of the total amount of advertising products on television. In the domestic pharmaceutical market, multichannel drug promotion is being actively targeted at the end consumer and healthcare professionals. The main ways of promoting prescription drugs are to place materials in specialized editions intended for healthcare institutions and doctors; dissemination of information at seminars, conferences, symposia on medical topics; visits of medical representatives to healthcare professionals.

The leaders of the rating of brands of drugs by volume of expenses on television advertising are imported drugs No-spa, Nurofen, Essentiale, which occupy respectively the fifth, second and sixth positions in the ranking of drugs by sales in the retail segment of the pharmaceutical market.

Furthermore, most of the leading pharmaceutical brands have insufficient evidence base for their use (except for Nurofen, Sodium Chloride, and Citramone). Some of them (deproteinized hemoderivate from the blood of calves, drotaverine, essential phospholipids, arginine hydrochloride, etc.) do not have Food and Drug Administration (USA) approval as a drug, are missing from the protocols of National Institute for Health and Care Excellence (Great Britain) and Cochrane Reviews, or are not proven to be effective in Cochrane Reviews. Thus, most pharmaceuticals that are leading the sales in the retail segment of the pharmaceutical market do not have sufficient evidence base, and therefore their use cannot be considered as rational.

Pharmacists are an important target audience for marketing activities of pharmaceutical companies, and their loyalty to certain brands of drugs can significantly affect the structure of drug consumption. More than 91 % of pharmacists interact with medical representatives to obtain information about drugs, but and only 35.3% of pharmacists believe that medical representatives work contributes to the rational use of drugs. 47.6% of pharmacists feel the need to obtain additional information on the rational use of drugs.

Pharmacists estimate that regulating and limiting the over advertisement of drugs, the availability of independent sources of information on drugs in the workplace, and limiting the influence of medical representatives would facilitate the rational use of drugs.