

manufactured by different manufacturers, which led, among other things, to death. The reason for such phenomena was hidden in the absence of detailed, fundamental research in the field of bioequivalence, pharmacokinetics etc., the relationship of a pharmaceutical substance and an excipient in a drug, taking into account pharmaceutical and biological, as well as technological factors in the development of a drug. In connection with such difficulties as the lack of good practice at all stages of the manufacture of a drugs and in the field of preclinical and clinical studies, as a result of which the risk of obtaining finished drugs of the same type with different activities of the active substance increased, as well as the need to systematize the accumulated results of experimental work and knowledge in this area, there was a need to highlight a separate structural discipline “biopharmacy”.

Approaches to managing the assortment of a pharmacy organization

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In modern conditions, for successful development of pharmacy organizations it is necessary to create responsive, adaptive management mechanisms, develop new methodological approaches to management activities that allow to remain competitive in the conditions of changes in the external and internal environment.

The search for new management and marketing solutions for pharmacy organizations is particularly relevant due to the combination of economic and social functions in pharmaceutical activity, which directly depend on management solutions for the product range.

A specific feature of forming a minimum assortment of medicines is the inability of the pharmacy organization (due to the presence of an institutional norm) to fully influence the list of mandatory assortment names.

Using the method of content analysis and expert evaluation, the basic principles of forming a minimum range of medicines are formed. First of all it is necessary to be guided by the principle of conformity of the concept of marketing management and classical theory of management. It is also necessary to take into account the complexity, based on the fact that the management of the assortment of pharmacy organization is closely related to the attributive properties of drugs, their price, distribution and promotion, with ensuring the competitiveness of the product as a whole.

Another must take into account the principle of adaptability, reflecting the ability of the pharmacy organization to adapt to changes.

In order to synchronize the choice of controlled parameters of the pharmacy organization taking into account the attributive properties of drugs, using theoretical developments in the field of marketing of consumer properties of the product, we offer a model, which is the basis for making decisions to optimize the assortment policy regarding the minimum range of drugs.

The proposed synchronization of controlled parameters is carried out in order to meet the demand of end and intermediate consumers of medicines, ensuring a positive economic result in the implementation of assortment positions of the minimum assortment, compliance with institutional norms of drug circulation.

Conclusions. The proposed model of the adaptive management system is a set of sources of uncertainty of the minimum range of drugs, indicators of regional level characteristics, external and internal reserves of adaptation. The model also includes approaches for determining the financial burden when including a drug into the minimum range of a pharmacy organization and identification of the minimum range on the basis of category management.

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