raw material base is significant, and such pharmacological aspects of action as anti-inflammatory, wound healing, capillary-strengthening, antioxidant have been confirmed experimentally.

Consequently, the development of soft dosage forms based on them that have anti-inflammatory, wound healing, capillary-strengthening, action and are intended for the prevention and treatment of varicose veins, chronic venous insufficiency, and hemorrhoids is a modern and significant issue.

Reasons for the appearance of biopharmacy as a science in modern pharmacy

Herasymova Iryna, Yarnykh Tetyana, Zinenko Svitlana

Department of Drugs Technology

National University of Pharmacy of Ministry of Health of Ukraine,

Kharkiv, Ukraine

iryna_herasymova@ukr.net

In world pharmaceutical practice in the development and production of an effective drug, it is necessary to take into account various biological and pharmaceutical factors. At the stages of research and manufacture of new drugs in modern pharmacy, special attention is paid to the biopharmaceutical screening, associated with the study of the effect of the physicochemical properties of excipients, the nature and concentration of active pharmaceutical ingredients, as well as the type of dosage form and the characteristics of the technological process on the bioavailability of the active substances. The progressive development of pharmacy, medicine, chemistry and other disciplines, as well as the accumulation of empirical research results and theoretical aspects, contributed to a deeper understanding of the need to study the dependence of the therapeutic effect of drugs on a living organism on various factors.

In the 19th century, biological evaluation of drugs became an urgent problem in the development and production of drugs. Later, this topic was developed in the works of such scientists as K.E. Munzel, L. Kruvchinsky, V.A.Manassein, N.A. Zasetsky. In the 20th century, there has been a rapid growth in the search and synthesis of original biologically active substances and the creation of reproduced drugs - generics, as well as the production of new dosage forms. Studies of the safety and efficacy of drugs, as well as the properties of all constituent dosage forms, their mutual influence and the complex therapeutic effect of the drug were insufficiently complete, which led to such notorious events as the “Thalidomide tragedy” of the early 1960s, as a result of which in a number of countries In the world, children were born with congenital deformities due to the fact that mothers during pregnancy took a sedative sleeping pill thalidomide, which has teratogenicity. There are also known cases describing the inequality of the therapeutic action of the same drugs that meet the requirements of regulatory documents, but

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

Korshok D.M.

Department of Pharmaceutical Management and Marketing

National University of Pharmacy

Kharkiv, Ukraine

fmm@nuph.edu.ua

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.