

## STUDY OF INTERACTION OF THE MEDICAL REPRESENTATIVE WITH DOCTORS AND PHARMACISTS

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The profession of medical representative appeared on the Ukrainian market relatively long ago. The position of medical representatives may be held by persons with higher medical or pharmaceutical education. A medical representative is involved in the promotion of medicine, medical equipment of the pharmaceutical company in which he works. *The aim* of the work is to study of interaction of the medical representative with doctors and pharmacists. *Materials and methods.* A survey of 50 pharmacists from different pharmacies and 50 doctors from different hospitals in Kharkiv was conducted. *Results.* The structure of the external service of pharmaceutical companies in Ukraine includes the following positions: medical representatives, pharmaceutical representatives, field force managers, regional managers and Key Account managers. In Ukraine, there are medical representatives on a permanent basis and employees who temporarily or once perform their duties (outsourcing, promoters, merchandisers, medical consultants, external service of distribution companies). The staff turnover rate among this profession is quite high. Currently, 90% of companies provide a medical car to medical representatives, and all 100% of employees are provided with mobile communication. Based on the questionnaire, it was found that as the main source of information about medicine, visits of medical representatives are given 3rd place by doctors after reference books and specialized medical publications. Deviation of the received data depending on a specialty of the doctor is not too different. Thus, almost 30% of doctors and 50% of pharmacists consider visits of medical representatives to be the main source of information. Pharmacists take 2nd place after visits to medical representatives after the Compendium directory. According to the survey, most practitioners meet with medical representatives twice a week to once a month. Pharmacists of one pharmacy are visited by medical representatives from 1 time in 2-3 weeks.

*Conclusions.* Medical representatives are an important chain of providing information about medicine to doctors and pharmacists, but there are downsides to their interaction with doctors. This may be due to: the doctor's inability to identify inaccurate information about medicine; rapid inclusion in the appointment of new medicine; appointment of more expensive brands instead of known generics; irrational prescription of medicine; frequent prescriptions of promoted medicine.