

Market analysis of organizers for drugs as an element of assistive technologies

Chura D., Kurylenko Yu., Teterych N.

National University of Pharmacy, Kharkiv, Ukraine

natalititi@ukr.net

Introduction. Outpatient drug intake is an important part of the successful treatment and subsequent recovery of the patient. According to the latest data, one of the complications of patients with heart defects is the deterioration of cognitive functions. Cognitive functions include memory, gnosis, language, praxis, and intelligence.

It is memory impairment that can lead to inappropriate therapy and, as a consequence, deterioration of an already existing pathological condition. Therefore, in our opinion, it is interesting to study related to the market of smart organizers for tablets.

Purpose of the research. Analysis of the pharmaceutical market regarding offers of assistive technologies in the form of organizers for medication intake.

Materials and methods. The work used marketing, analytical methods and generalization of information.

Obtained results. According to various estimates, from 17,000 to 19,000 people die annually in the world due to errors due to medication, and hundreds of thousands more experience adverse reactions or complications. A pill organizer can help minimize medication mistakes. Regardless of what the person is sick with, if they are taking multiple medications or supplements, they can get the most benefit from the pill organizer as it helps keep track of when and how much of the medication to take. Analysis of organizer offers that can be purchased online on Internet platforms such as: amazon, walmart, aliexpress showed that prices can vary from \$ 25 to \$ 1000 dollars USA depending on the functionality of the organizer. We have analysed the top 5 cases in different price segments, which are most often ordered by users. So, the polypropylene case for Muji tablets costing from \$ 3 dollars USA was popular. The main advantage of "Muji" is that the case is neutral in color and not large in size, but the problem is that large pills do not fit into the cell size. On the second position EZY-DOSE Weekly planner of tablets AM / PM from 12 dollars USA, on the third - Electronic tablet "MedSmart Plus" costing from 85 dollars USA. On the fourth position - a bottle for water and an organizer - 2in1 tablets "Asobu Daily Pill Box" from 15 dollars USA and the fifth position PillDrill system, which can be purchased from 200 dollars USA.

Conclusions. The market for organizers for tablets is constantly growing, and the number of models presented in the public domain is more than 20 thousand types. Due to the fact that the organizer is an integral part of outpatient treatment, research in this direction is necessary.