

Using literature data, we also analyzed the sales volume and net profit indicators of 15 global companies. The analysis showed that Novartis is the leader in terms of sales, but Gilead Sciences in terms of growth. In our analysis, we did not take into account sales of COVID-19 vaccines.

Therefore, at the next stage, we analyzed the factors affecting the improvement or decrease in profits in 9 global pharmaceutical manufacturing companies. The analysis showed that the main reason for the decline in profits is the end of the patent protection period for manufacturers. During these periods, manufacturers try to increase the release of new drugs. The improvement of indicators is also increasing due to the sale of drugs in oncology, vaccination, respiratory diseases, antiviral drugs, etc.

Conclusions. An analysis of the results of economic activities of leading pharmaceutical companies shows that the future lies with manufacturers who invest heavily in the development of innovative, in particular biotechnological, drugs or spare no expense in acquiring innovative companies. Based on the results of the initial studies, conclusions were drawn.

EXISTENTIAL THERAPY APPROACH IN SOCIAL PHARMACY

Liubyma O.

Scientific supervisor: Sevryukov O.

National pharmaceutical university, Kharkiv, Ukraine

socpharm@nuph.edu.ua

Introduction. In recent years existential therapy approach in treatment of various diseases gains more and more popularity. Based on the oldest tradition of existential philosophy in Europe, our research concentrates on giving patient a prominent role in strategy of treatment applicable to economical, demographical or cultural factors. Proposed approach is called to facilitate individual's ability of development and well-being.

The aim. Introducing existential therapy concept in practice of social pharmacy and its positive contribution of fulfilling individual needs of patients and the ability of pharmaceutical professionals to create a productive co-working environment with patients.

Materials and methods. Social study of philosophical concepts and prognosis of its application to real-time treatment protocols.

Research results. Studies have shown that the initial concept is «existence», that happens right now, not derived from anything, but experienced by patient. Existential therapy has a main purpose of helping patient to learn about his way of living and what paradoxes and dilemmas it contains, which may influence the process of recovery. This approach deals with problems of life and death, time and freedom, responsibility and choice, meaning and meaninglessness of existence. The process of deep understanding takes time and resilience. External circumstances such as a disease can disrupt a patient's contact with his own life choices and way of living. This disruption would be stopped and due to existential therapy, a person would be able to re-establish this contact, live freely and responsibly, having choice and purpose for faster recovery. Giving back to the patient a perception of reality and supporting him on the way of having active life-position during and after disease, this one and only task, which healthcare professionals should be able to accomplish. Pharmacists are the last link in treatment strategy, which gives them the most important role of

influencing patient's perception and trust in chosen treatment. Social pharmacy here should be considered not only as communication link between pharmacists and patients, but also as a bonding element for success of the ongoing therapy. In terms of creating such process we must keep in mind all the individual characteristics which may apply to majority of patients which include their age, gender, religion, personal beliefs and desire of recovery. Establishing a friendly contact and giving explanation if needed, may create a trustworthy basis for ongoing cooperation of patient and pharmacist.

Conclusions. Successful treatment of any disease includes the desire of recovery and various factors, which an existential therapy approach has as a basis of ongoing treatment process. Finally, the possibility of good cooperation between patient and pharmacist would only be possible if the basic principles of social pharmacy are done and individual existential situation of a patient is taken into consideration.

STUDIES OF PHARMACEUTICAL ASSISTANCE TO THE POPULATION WITH DYSBACTERIOSIS IN MOROCCO

Sabihi I.

Scientific supervisor: Iurchenko G. M.

National University of Pharmacy, Kharkiv, Ukraine

iurchenkogena@gmail.com

Introduction. About 33 million people live in Morocco, of which about 19% of the population lives below the poverty line. About 43% of the total population do not have the prerequisites for the implementation of high-quality self-treatment. In rural Morocco, only 80% of the inhabitants have electricity. In the cities of Morocco, only 89.8% of residential buildings have drinking water.

The most common cause of death in Morocco is diseases of the circulatory system (22.14%), tumors are in second place (11.04%), but an analysis of the literature data also showed that drugs in the treatment of digestive system and metabolism.

The aim of the research: to conduct research on the availability of pharmaceutical care for the population with dysbacteriosis in Morocco.

Materials and methods. To achieve this goal, the following tasks were defined: to analyze and summarize literature data on the main signs of dysbacteriosis and its treatment; to analyze treatment regimens for dysbacteriosis; to conduct a structural analysis of the list of drugs that is necessary in the treatment of dysbacteriosis; to conduct a pharmacoeconomic analysis of the treatment of the Moroccan population with dysbacteriosis.

The object of the study was a list of prescription and over-the-counter medicines that are necessary for effective treatment of dysbacteriosis for the population of Morocco. The subject of the study was the process of pharmaceutical provision in order to improve the availability of high-quality pharmaceutical care for the population of Morocco with dysbacteriosis.

Research results. Dysbacteriosis is an imbalance between normal and pathogenic intestinal microflora. The reasons for the violation of this balance are the use of antibacterial agents, malnutrition. Under conditions of normal functioning of the intestine, the microorganisms inhabiting it are divided into fertile and conditionally pathogenic. About 90% are anaerobic.