

## RESEARCH IN THE PHARMACEUTICAL INDUSTRY IN MOROCCO AND IN THE WORLD

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**Introduction.** An analysis of the literature data showed that the drug supply of the population depends on the correct, high-quality and successful work of manufacturers, distributors and pharmacies.

**The aim** of the research: to analyze the development of the pharmaceutical industry in Morocco and the world.

**Materials and methods.** To achieve this goal, at the first stage of our research, the following tasks were defined: to analyze the literature data and analyze the legal documentation on the work of the pharmaceutical industry in Morocco; analyze sales volumes in monetary and physical terms of pharmaceutical manufacturers in Morocco.

The production of medicines in Morocco is carried out by manufacturers of medicines licensed to manufacture medicines.

The production of medicines is carried out in compliance with the requirements of the industrial regulation, which is approved by the head of the manufacturer of medicines and includes a list of pharmaceutical substances and excipients used, indicating the amount of each of them, data on the equipment used, a description of the technological process and control methods at all stages of the production of medicinal products. funds.

**Research results.** An analysis of the literature data of regulatory documents showed that the production of medicines is carried out in accordance with the "Standard Practices for the Production of Medicines" (Bonnes pratiques de fabrication, BPF), listed in Information Letter No. 26 of the Ministry of Health of Morocco dated July 31, 1995. Conformity check imported goods to the national standards of Morocco depends on the country of origin of the goods, the nature of the goods.

According to the Decree of the Government of Morocco No. 1309-06 of July 4, 2006 on the regulation of prices for certain goods and services, among goods and services subsidized from the state budget (fixed prices in Morocco) in order to protect the life and health of citizens, as well as national security concerns include pharmaceuticals and medicines.

At the first stage of our research, we analyzed the sales volumes in monetary and in-kind terms of pharmaceutical manufacturers in Morocco. The analysis showed that in monetary terms in 2015 the volume of sales increased by 12.5%, and in 2016 by almost 14%. But in physical terms, the figures are decreasing. This means that the volume of sales increases due to the increase in the price of pharmaceutical products.

Next, we calculated the volume of stocks of pharmaceutical products and drugs in warehouses. Stocks increase by 22% every year. Therefore, at the next stage of our research, we analyzed the indicators of exports and imports.

An analysis of exports and imports of pharmaceutical products showed that exports in 2015 increased by 12%, but in 2016 it decreases by 39% or almost 7.5 million dollars. USA. Imports on average decrease by 6% every year.

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

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**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