

# **ANALYSIS OF THE MAIN PROBLEMS OF EFFECTIVE PHARMACEUTICAL ASSISTANCE TO THE POPULATION DURING THE COVID-19 PANDEMIC IN MOROCCO AND THE WORLD**

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2020 has become "unique" for everyone. The results of work in any field are assessed by the degree of impact on it Covid-19. It was the pandemic of coronavirus infection that became the main driver of changes in the market and in the economy. Therefore, many trends and tendencies that have developed before have changed, and it has become much more difficult to analyze and forecast current results.

For pharmaceutical companies, the "crazy" year has become a challenge and a test of strength. Growth in sales due to the high demand for drugs, increasing the role of the public segment, increasing the importance and speed of legislative initiatives - all this has significantly affected both the dynamics of the market as a whole and its situation. And all this happened against the background of changing conditions, to which we all had to get used.

The aim of the study. To analyze the problems of providing effective pharmaceutical care to the population during the coronavirus pandemic.

The object of the study were: the range of the studied pharmacy and its inventories, and legal documents governing the provision of effective pharmaceutical care to the population during the coronavirus pandemic. The subject of the study was the process of analysis and management of the product range in the pharmacy during the coronavirus pandemic.

Therefore, it is not surprising that the main events of 2020 were called coronavirus (according to 68% of respondents, according to data in December 2021), self-isolation, remote work (16% respectively). It is worth noting that in general, most of our compatriots believe that the health care system (doctors, health

professionals and other health care workers) did or did everything possible in a situation caused by the spread of Covid-19 (48%), or even more than they could (22%).

In support of the industry, relevant laws were passed, which, among other things, allowed to prevent the deterioration of the medical supply of the population. But, in our opinion, it was necessary to pass a law on freezing drug prices during epidemics. This would allow the government to control the prices of pharmacy chains under certain conditions; to pass a law on distance selling of drugs, the rules would apply to over-the-counter drugs, but in an emergency and when there is a threat of spreading a disease that poses a danger to others, the government had to temporarily allow distance trade and certain Rx-drugs. The market for medicines in Morocco in 2021 grew by 13% compared to 2020 and amounted to 41 million US dollars. In 2021, the consumption of anti-inflammatory drugs, drugs for digestive disorders and drugs used in the hospital segment decreased due to the reduction of planned operations. At the same time the covid group of drugs increased. As of the end of 2021, the total market for medicines amounted to \$ 2.2 billion in purchase prices. Analysis of literature data showed that 2021 brought more growth in monetary terms than the total cumulative growth over the previous five years: the average market for the previous five years showed + 8%, this year + 13% due to active state participation. At the same time there is a significant reduction in prices. The largest share in procurement was with the state (28%). The state market shows a growth of 92%, with almost \$ 600 million. Among the state segments, the greatest success and interest is the work of the purchasing agency, which by the end of the year took 8% of the share of procurement and supply of all drugs. The Ministry of Health of Morocco held a tender for a total of \$ 330 million, of which \$ 170 million is the purchase of drugs.

In 2021, significantly fewer new products entered the market, with 93% of them entering the government segment. According to the forecast, in 2022 there will be growth, particularly in the budget segment; in the next five years, the Rx segment

is likely to occupy a fairly large share (77-79%). The share of local producers will grow to 36-38%. Analysis of the literature showed an increase in the share of the state, but this is still far from the figures in the EU, in the reference countries, because the share of the state in procurement or reimbursement is 70-75%. International manufacturers are urging the state to create a strategy and further develop a reimbursement program. When creating a strategy, it is necessary to identify priority areas for further expansion of the program and a general understanding of how it will develop.

Conclusions. In 2021, public procurement increased significantly. Therefore, in 2022 the state needs to invest in this market at the same pace to stabilize it. In the context of the pandemic, the prospects for development include the importance of improving the regulatory system (GMP certification), simplifying the registration of medicines, which can have a positive impact on the market of international manufacturers, and expanding the list of INNs reimbursed by the state. In the context of the pandemic, the prospects for development include the importance of improving the regulatory system (GMP certification), simplifying the registration of medicines, which can have a positive impact on the market of international manufacturers, and expanding the list of INNs reimbursed by the state. Mutual recognition with the EU of the results of good manufacturing practice (GMP) inspections in the production of medicines is needed. In addition, it is necessary to localize the production of vaccines, in particular from COVID-19, as well as other drugs. Moroccan pharmaceutical companies are dealing with this issue, the presence of a domestic manufacturer is a matter of national security, including the production of vaccines. The easiest way is to transfer technology from well-known companies and localize production. Pharmaceutical companies are negotiating, and we hope that by the end of the year there will be results, negotiations are underway on other product groups.