

sales price, which is currently five years, should be reduced. Finally, it is necessary to address possible abuses and to reframe the hegemony of the national pharmaceutical industry. The state must exercise upstream control over all stages of the development of the manufacturer's price (excluding tax) of the drug, with a view to guaranteeing greater transparency in this sector.

A DEMOGRAPHIC OVERVIEW OF PHARMACY

PROFESSIONS IN FRANCE

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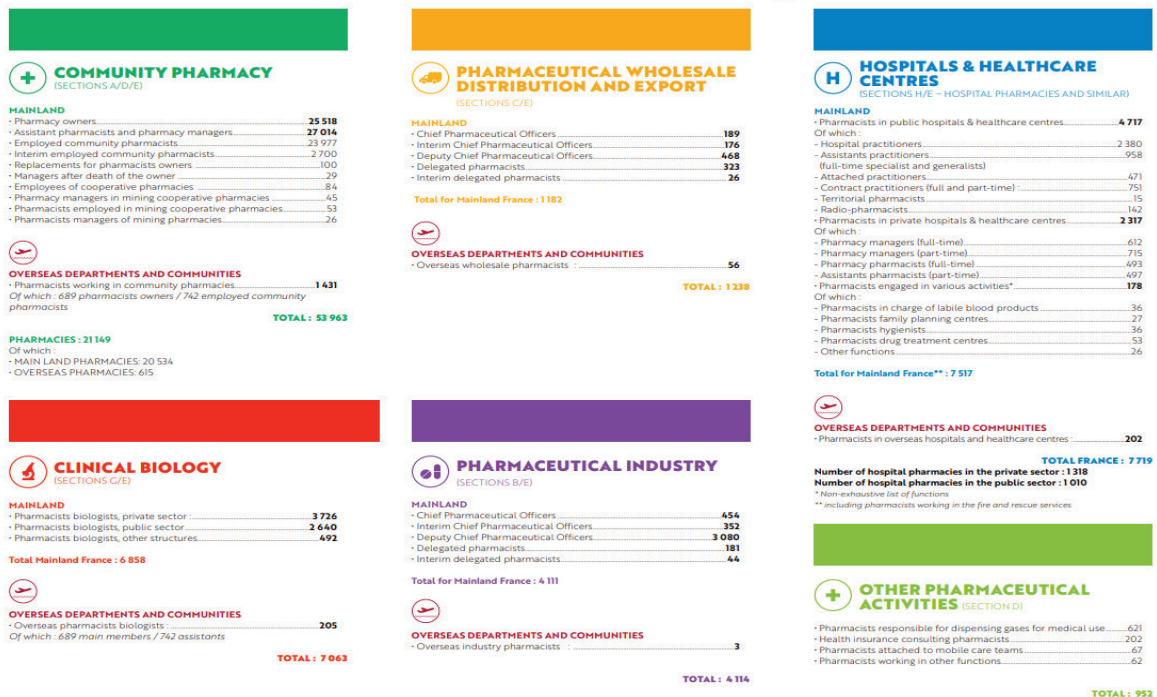
In order to better anticipate changes in the various pharmacy professions, the French National Order of Pharmacists publishes, as it does every year, a demographic overview. The trends have been stable for 10 years. Although there will be a slight decrease in the number of registered pharmacists between 2019 and 2020 (-0.5%), the number of registrations has increased since 2010 (+0.8%). Pharmacists working in health or medico-social establishments and in the fire and rescue services, as well as pharmacists working in industry, have recorded the highest increases in registration over the last ten years (+30.9% and +19% respectively). Overseas pharmacists have also registered in greater numbers over the same period (+18.7% in 10 years) due to the large increase in institutional pharmacists in these territories. The average age of pharmacists is 46.8 years in 2020. The average age of pharmacists registered with the Order is increasing slowly (+1.3% per year in 10 years). While only 10.5% of pharmacists were aged 60 or over in 2010, this figure will rise to 18.4% in 2020. The change in the retirement age partly explains this development. However, the number of pharmacists under 35 years of age is increasing (21% of pharmacists registered with the Order), confirming the renewal of the profession. The majority of pharmacists are still

women (68% in 2020). The feminisation of the profession (+4.3% in 10 years) is linked to the greater presence of women among pharmacy students. Women represent more than 50% of the workforce in each of the pharmaceutical fields.

The profession is continuing to restructure, with increasing recourse to groupings, particularly for pharmacies and medical laboratories as well as for health establishments. The reorganisation of the pharmacy network is accelerating with the support of the regulatory changes that have taken place in recent years (SPFPL, SEL, ordinance on territorial networking). In 2020, 196 pharmacies closed, a lower number than in 2019 (219). 45% of these closures were due to mergers or transfers.

Despite the existence of fragile territories, the pharmaceutical network remains effective throughout the country. On average, the distance to the nearest pharmacy for all French municipalities is 3.8 kilometres. On average, there are 31 pharmacies, 7.3 medical laboratories and 3.6 internal use pharmacies per 100,000 inhabitants. These indicators thus reflect uniform access to care, a priority objective of the public health mission of pharmacists.

With regard to the mobility of graduates, almost one third of newly registered



pharmacists work outside their region of origin.

The number of French pharmacists who have obtained their degree abroad is increasing (+6.9% between 2019 and 2020), with 82% working in pharmacies.

Each year, the CNOP publishes a panorama of the professional demography of pharmacists based on certain raw data from the Order's Register, which allows it to characterise the population of pharmacists, their mode of practice and the evolution of the profession. The data concerned are processed anonymously by a specialised service provider retained by the Order and in no way allow you to be identified.

PLANNING THE PHARMACEUTICAL BRAND ADVERTISING CAMPAIGN ON THE INTERNET

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According to last statistics, there are 5.16 billion Internet users and 4.76 billion social media users in the world, meaning that 64.4 % of the world's total population is online and almost 60 % in social networks. The rapid development of digital channels and online advertising has created new opportunities for the promotion of pharmaceutical brands. Pharmaceutical advertising is now not limited to placement in magazines, on television and on billboards. It can now reach patients and healthcare providers looking for answers to health-related questions online. The advantage of online advertising is the ability to use accurate data to create intentional, timely ads that fit perfectly and usefully into a person's health journey. Today's patients expect advertising to be helpful at every stage of their care, from answering basic questions about symptoms and diagnoses to providing resources and helping them find a community of like-minded people.

The purpose of this work is to analyze the stages of pharmaceutical product advertising campaign in digital channels.