

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.

Digital advertising for a pharmaceutical brand can reach patients, caregivers and/or healthcare providers (HCPs) and, depending on the objectives identified, raise awareness, influence consideration, or persuade target audiences to take intended action. Pharmaceutical advertising is heavily restricted or regulated in most countries. Currently, direct-to-consumer advertising of prescription medicines is possible only in Brazil, Hong Kong, the United States, and New Zealand. In the United States, the Food and Drug Administration (FDA) regulates direct-to-consumer pharmaceutical advertising for prescription drugs. The Federal Trade Commission regulates advertisements for other types of drugs, including over-the-counter medicines, and specific kinds of advertisements called help-seeking advertisements.

According to the FDA, types of prescription drug advertisements include product claim advertisements, reminder advertisements, and help-seeking advertisements. Product claim advertisements name a drug, the condition it is approved to treat, and the potential benefits and risks of taking the medication. Reminder advertisements name the drug but not the condition it treats. Pharmaceuticals that require boxed warnings are prohibited from using reminder advertising. Help-seeking advertisements describe a condition or disease but do not recommend a specific drug to treat it. Although help-seeking ads can't name a particular drug, they can name the company who is sponsoring the ad and include a website or phone number.

Pharmaceutical brands can use nearly every platform available to other industries for online advertising. Options include: Google Ads (both text-based and image-based), YouTube Ads, Facebook Ads, Instagram Ads, Twitter Ads, Snapchat Ads, Reddit Ads, Tumblr Ads. Each platform has specific demographics, targeting abilities, and rules for advertising pharmaceuticals.

Planning of pharmaceutical product advertising campaign includes such steps: 1. Defining goals, objectives, and KPIs for the advertising campaign; 2. Developing an analytics plan (measurement model) for advertising campaign.; 3. Create

pharmaceutical audience persona (demographic and socio-psychological portrait of the consumer); 4. Mapping out the patient, HCP, or caregiver journey (patient may be on one of following stages: early education & awareness on the disease or medical condition, medical diagnosis & and confirmation, seeking treatment, or, finally, living with condition), 5. Choosing advertising platforms that match customers' habits and journey; 6. Determining pharmaceutical advertising campaign spend.; 7. Setting a project timeline.

Thus, a well-rounded, data-driven, and intentional digital advertising strategy empower marketing team to effectively develop, execute, and measure the success of pharmaceutical brand's advertising campaigns.

ANALYSIS OF THE STATE OF PHARMACEUTICAL SUPPORT OF OTOLARYNGOLOGICAL PATIENTS IN MOROCCO AND THE WORLD

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Introduction. Analysis of the literature has shown that sore throat is a symptom of inflammation of the nose, oropharynx and / or tonsils and one of the most common reasons for people to go to the pharmacy to buy drugs that have a rapid symptomatic effect. Much less often, a sore throat prompts the patient to consult a general practitioner to clarify the cause and prescribe etiopathogenetic therapy. For example, in the United States, about 15 million people see a doctor every year with a sore throat. Sore throat is one of the first symptoms of acute respiratory diseases (ARI), which usually affect adults 2-4 times a year and children - 6-8 times a year.

The goal of the work. Analysis of the state of pharmaceutical support of otolaryngological patients in Morocco and the world.