

**ANALYSIS OF INFORMATION PROVISION OF THE POPULATION
IN THE PROCESS OF SALE OF PHARMACEUTICAL PRODUCTS**

Babicheva G.S., Jarmouni Marouane
National University of Pharmacy, Kharkiv, Ukraine
babicheva.ann5@gmail.com

A condition for the implementation of the social component of the activity of pharmacy chains is to ensure the availability and quality of pharmaceutical care to the population due to effective information flows. High-quality informational work of pharmacies significantly affects the formation of its image and is one of the means of increasing competitiveness. Competent use of information about medicines by doctors, pharmacy specialists and consumers allow to avoid a high risk to the health and life of the patient. Therefore, the problem of studying the peculiarities of providing consumers with pharmaceutical information is currently quite relevant and requires appropriate scientific justification.

The aim of this work is to study information flows in the process of selling pharmaceutical products in pharmacy chains.

To achieve the goal, the office and field methods of marketing research were used: content analysis of publications in scientific and practically-oriented medical and pharmaceutical publications, the method of expert evaluations and questionnaire survey. The information work of pharmacy specialists was analyzed on the example of one of the pharmacy chains in Kharkiv.

Pharmaceutical information is considered as the main element of pharmaceutical assistance to the population in the process of dispensing drugs from pharmacies, which involves the interaction of pharmacy specialists, doctors and consumers. Based on the results of a survey of experts and customers of the Kharkiv pharmacy chain, it was established that there are gaps in the assessment of the quality of providing pharmaceutical information when serving visitors. All pharmacy employees (100%) answered that most often customers are interested in the price of drugs and the availability of analogues. However, during the survey, the majority of clients answered that they are most often looking for information about the indications for the use of

drugs (54%) and the availability of the drug in the pharmacy (34%). Regarding the reliability of sources of pharmaceutical information trusted by drug users, the gaps in the assessment of both groups of respondents are minimal. Most customers of pharmacies trust the advice and prescriptions of the doctor, the manufacturer's instructions for the use of drugs and the recommendations of pharmacists. The opinions of pharmacy workers on this issue are similar.

In the assessment of the information work of pharmacies, gaps were found regarding individual actions of specialists in the process of customer service: 44% of pharmacy specialists inform about side effects and contraindications always and often, 40% of clients believe that employees do this rarely, while 16% answered that they never talk about side effects of drugs. The majority pharmacy workers who were interviewed believe that they always offer cheaper analogues, while customers note that pharmacists sometimes and rarely or never recommend analogues at a lower price, and often offer more expensive medicines. The quality of the information work of the investigated pharmacies was analyzed. The majority of customers (67%) and pharmacy specialists (54%) evaluate the activity of the pharmacy chain in providing consumers with information about medicines at the level of "good" and "excellent", almost 30% each characterize it at the level of "satisfactory". Some clients noted the unsatisfactory level of information work of pharmacies and expressed their comments and wishes regarding the activity of the research object.

In general, the obtained data indicate a satisfactory level of the information component of the activity of the pharmacy chain. However, pharmacy employees should pay attention to studying the informational needs of their customers, more often inform about side effects and contraindications, and also offer cheaper analogue drugs. The effectiveness of the consulting work of pharmacy specialists in the system of providing the population with medicines guarantees the proper quality and availability of pharmaceutical information, increasing the level of pharmacy service, overcoming semantic barriers between specialists and customers of pharmacies, as well as avoiding errors in the process of self-medication.