

differentiation factors, and evidence-based information about pharmaceutical products or initiatives. The messages should be accurate, transparent, and compliant with regulatory requirements.

5. Strategy formulation. A strategic PR plan outlines the overall approach, tactics, channels, and timelines for achieving campaign objectives. A company should determine the mix of media relations, thought leadership, digital communications, events, advocacy partnerships, and employee engagement initiatives to maximize reach and impact.

6. Tactical execution. Implementation of the PR plan by executing specific tactics and activities outlined in the strategy. This may include drafting press releases, organizing media briefings, conducting spokesperson training, creating multimedia content, leveraging social media platforms, and coordinating events or sponsorships.

7. Monitoring and evaluation. A company must continuously monitor the progress and performance of the PR campaign using key performance indicators aligned with campaign objectives. It is necessary to track media coverage, social media engagement, website traffic, audience sentiment, and other relevant metrics to assess effectiveness and make data-driven adjustments as needed.

8. Adaptation and optimization. A company should remain agile and responsive to emerging opportunities, challenges, and feedback throughout the campaign. It is necessary to adjust strategies, messaging, or tactics based on real-time insights and stakeholder feedback to optimize results and ensure alignment with evolving business goals.

In conclusion, prioritizing transparent communication and ethical conduct is vital for pharmaceutical companies to navigate challenges and build trust. By employing strategic public relations tactics, they can effectively engage stakeholders, enhance their reputation, and achieve their business goals while contributing to public health and well-being.

DISEASE AWARENESS CAMPAIGNS AS A PROMISING TOOL IN PHARMACEUTICAL MARKETING

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Direct-to-consumer advertising of prescription drugs to the public is permitted only in the USA and New Zealand. Advertising of products that have prescription-only status is prohibited in the European Union and other countries as a public health

protection measure. Nevertheless, manufacturers are using an increasing array of techniques to advertise prescription-only medicines to the public both directly and indirectly.

The aim of this work is to analyze and describe disease awareness campaigns as a promising tool in pharmaceutical marketing.

Disease awareness campaigns (also known as “unbranded marketing campaigns”) have existed in the pharmaceutical media landscape for over a decade now. Unlike branded campaigns, which promote the brand name or offering, unbranded campaigns are focused on spreading awareness about a disease state or indication.

The primary goal in healthcare professional-focused campaign is to educate healthcare professionals, that is highlight the finer details of the disease, including symptoms and available treatments or early diagnosis options. The goal of patient-focused campaign is to empower patients, that is to help them take an active role in managing their health and encourage them to seek appropriate medical care.

Disease awareness campaigns have such important advantages as wider audience reach, improved brand image, greater patient engagement and additional promotion opportunities.

They may be made up of one or more components and formats. Different formats include print media (newspapers, magazines, booklets, leaflets, posters and pamphlets), online media (websites and social media), digital technology, broadcast media (television and radio), outdoor advertising (billboards and banners).

Different components include statements on diagnostic criteria, health outcomes, prevalence rates and symptom recognition; normative statements; images; interactive content such as questionnaires, screening tools or symptoms checkers that a consumer can fill in; recommendations for action (suggestions to seek further information and treatment, e.g. see your doctor); sources substantiating the message being conveyed.

Disease awareness campaigns should include information that is accurate, up-to-date, substantiable, comprehensive, balanced and fair, readable/accessible with identified source. The structure for presenting the information in the disease awareness campaigns may vary depending on the disease or condition and the medium used. The recommended structure includes identification of symptoms or risk factors, general information about the disease, advice for the patient and further information.

The main principles of disease awareness campaigns are educational purpose, compliance with the regulations and guidelines set by regulatory bodies and organisations; accuracy; multi-channel approach; unbiased information and transparency.

By providing valuable information and raising awareness about particular health issues, unbranded campaigns can help establish the company as a trusted authority in the field and build goodwill within the medical community and among patients.

Additionally, these campaigns can help create a supportive environment for the launch or promotion of specific branded medications by laying the groundwork for understanding the disease or condition being addressed and the available treatment options.

Moreover, unbranded campaigns can be particularly effective in addressing complex or stigmatized health conditions where there may be a need for greater education and awareness. By focusing on the disease rather than the product, these campaigns can foster conversations, reduce stigma, and encourage patients to seek appropriate medical care.

Overall, incorporating unbranded pharmaceutical campaigns into the marketing mix allows drug manufacturers to broaden their reach, establish credibility, and support the successful promotion of prescription-only medicines in a way that is informative, ethical, and compliant with regulatory requirements.

**РЕЗУЛЬТАТИ ФОРМАЛЬНОГО VEN АНАЛІЗУ НАЯВНОСТІ
ЛІКАРСЬКИХ ЗАСОБІВ ДЛЯ ЛІКУВАННЯ ХВОРИХ НА АКНЕ У
МЕДИКО-ТЕХНОЛОГІЧНИХ ДОКУМЕНТАХ**

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Акне або вугрова хвороба є одним із найбільш розповсюджених захворювань шкіри у підлітків та осіб молодого віку. За різними джерелами наукової літератури акне виявляють у 60-80% підлітків, а також у 5% жінок, 3% чоловіків раннього дорослого та дорослого періодів життя. Пік захворюваності припадає на 16-річний вік. Для патогенетичного лікування хворих на акне різного ступеня тяжкості використовують значну кількість препаратів і косметичних засобів, представлених на фармацевтичному ринку. Обираючи місцеві засоби для лікування акне, перевагу слід надавати тим, що мають виразну ефективність та безпеку. Також необхідно враховувати ступінь тяжкості та форму акне.

Метою роботи стало проведення формального VEN-аналізу препаратів, що використовують для лікування акне та представлених на фармацевтичному ринку України у 2024 р. Для проведення аналізу були використані препарати групи D10A – місцеві засоби для лікування акне та наступні медико-технологічні документи (МТД): Державний формуляр ЛЗ України, 16 випуск (ДФЛЗ), Національний перелік основних ЛЗ України (2017 р.), Британський національний