

антибіотикорезистентності. Прийняття нормативних документів, розробка планів, стратегій, рекомендацій не буде дієвим, якщо усі учасники процесу лікування не дотримуватимуться основних дій у вирішенні даної проблеми, зокрема фахівці повинні: забезпечувати необхідний стан гігієни у лікувальних закладах охорони здоров'я; вдосконалювати свої знання у галузі раціональної антимікробної терапії; призначати та відпускати антибіотики лише тоді, коли вони потрібні, дотримуючись рекомендацій ВООЗ та класифікації AWaRe; передавати дані про пацієнтів, які мають стійкість до антибіотиків; інформувати пацієнтів щодо правильного прийому антибіотиків, про проблему антибіотикорезистентності та можливі наслідки їх неправильного використання.

Висновки. Таким чином, можемо сказати, що всі суб'єкти системи фармацевтичного забезпечення населення відіграють ключову роль у регулюванні та запобіганні поширеності антибіотикорезистентності. Для реалізації та успішності усіх зазначених заходів необхідно впроваджувати узгоджений і комплексний підхід на глобальному, національному та регіональному рівнях задля покращення ефективності профілактики та лікування інфекційних хвороб людини, зниження тяжкості та тривалості перебігу цих хвороб, зниження смертності серед населення, пов'язаної з поширенням мікроорганізмів, стійких до антибактеріальних лікарських засобів.

STUDY OF THE PROCESS OF "PHARMACEUTICAL NAMING " OF MEDICATIONS IN UKRAINE

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Introduction. In recent years, the pharmaceutical market has been growing rapidly, in particular, today there are more than 11,000 ready-made medicinal products in Ukraine. Each drug has its own name, but they can be difficult to understand not only for patients, but also for medical and pharmaceutical professionals. A large number of similar names can potentially lead to the appearance of drug-related errors, which can lead to the deepening of the problem of irrational use of drugs, increased morbidity, etc.

The aim of the study. To investigate the process of "pharmaceutical naming " as a factor influencing the problem of the consonance of drug names in Ukraine.

Research methods. In the course of the research, we used the system-analytical method to analyze the scientific literature and the domestic legal framework. The method of scientific generalization was used to formulate the conclusions.

Research results. "Pharmaceutical naming " is a complex process of creating and choosing image names for medicinal products. It is a well-known fact that each drug has 3 names – chemical, international non-proprietary and commercial. The chemical name reflects the composition and structure of the medicinal product, the international non-proprietary name (INN) is accepted for use worldwide for ease of identification of the drug, but may be unclear to the consumer. That is why manufacturers create trade names of medicinal products, which are often short, clear and easy to remember.

In Ukraine, in accordance with the order of the Ministry of Health of Ukraine dated August 26, 2005 No. 426 "On the approval of the Procedure for the examination of registration materials for medicinal products submitted for state registration (re-registration), as well as examination of materials on making changes to registration materials during the validity of the registration certificate » the name of the medicinal product – the name given to the medicinal product, which can be both invented by the applicant (manufacturer) and generally accepted or scientific, which may be accompanied by the name of a trade mark or the name of the applicant (manufacturer). The generally accepted name is the INN of the active substance recommended by WHO. At the same time, the terms "trade name", "trade name", "trade name", "brand name", etc. are also found in domestic legal acts, the State Register of Drugs and bulk scientific literature, but these terms are clearly defined in the legislation missing. The registration of the name of the drug is carried out as part of the procedure of state registration / re-registration of the drug by the State Expert Center of the Ministry of Health of Ukraine and is not regulated separately.

In general, the following approaches to the creation of drug names can be summarized in the domestic pharmaceutical market:

- use of only INN (for example, Loratadine, Paracetamol, Ambroxol)
- adding the name of the manufacturer to the INN (Citramon – Darnytsia, Fluconazole – Teva, Enalapril – Astrapharm)
- creation of a new fictitious name – Amaryl®, Hepargin®, Klexan®.

Also, the names may contain descriptive or associative bases such as "cor", "card" – for cardiovascular drugs, "derm" – for dermatological drugs, "gastro" – drugs for the digestive system. Emphasized morphemes are also used in the names, which indicate belonging to the drug group – for example, the ending "-azole" in antifungal agents – clotrimazole, fluconazole; ending "-kain" in local anesthetics – Lidocaine, Novocaine, Longocaine.

An analysis of the assortment portfolios of drug manufacturers that have leading positions on the pharmaceutical market in Ukraine showed that foreign manufacturers are more focused on creating new unique names (Berlin- Chemie (Germany), Sanofi (France), KRKA (Slovenia), Acino (Switzerland)), and domestic producers more often use traditional names. It is interesting that, for example, in the assortment portfolio of the largest Ukrainian manufacturers, such as Farmak, Arterium, there are different approaches. So, for example, for well-known drugs that are familiar, they leave the common name – Paracetamol, Ambroxol, Acyclovir, etc., and for those that are difficult to understand or unique, they create new names Amizon®, Copacil®, Keiver®, etc.

It should be noted that in the modern pharmaceutical market, the correct choice and creation of names for medicinal products is of decisive importance for effective branding, market positioning and patient safety. One of the means of individualization is the registration of trade names of medication in the Ukrainian Institute of Intellectual Property as a trademark and obtaining a mark for goods and services on it, which to a certain extent reduces the risk of creating two similar names of medication.

During the registration of a trademark, the process of examining the consonance of the names takes place. Yes, consonants are words that have a similar, harmonious, similar, harmonious sound, that is, they have a sound (phonetic) similarity that has the following characteristics: the presence of close and matching sounds; the proximity of the sounds that make up the designation; location of close sounds and sound combinations in relation to each other; presence of matching compounds and their location; number of syllables in notations; the place of matching phonemes in the designation; proximity of vowels; proximity of consonants; the nature of the matching parts of the designations; entry of one designation into another.

But, unfortunately, this also did not completely eliminate the problem of the existence of similar names of drugs that are registered as trademarks. In particular, the most famous legal dispute regarding the protection of intellectual property rights is the issue of the use of the trademark "Corvalol" between the companies Farmak and Darnytsia. But these disputes have as their goal, first of all, image risks and marketing benefits and do not take into account the safety of the patient.

Therefore, in the future, we analyzed drugs with consonant trade names, according to the State Register of Drugs of Ukraine. Yes, we discovered combinations of consonant names that are objects of intellectual property. For example, Amaryl® – Ampril®, Vizin® – Tizin®, Adenurik® – Denorik®, Dekasan® – Endoxan® – Codesan®IC, etc. Therefore, the registration of trade names of drugs as objects intellectual property does not completely solve the problem of consonant names of medical devices.

Conclusions. Thus, the results of the study confirm that naming in the pharmaceutical industry is very important, as it affects not only the effectiveness of marketing, but also the safety of patients. Analysis of the State Register of Drugs showed different approaches to naming, including using only the INN, adding the manufacturer's name, or creating new unique names. Foreign manufacturers are more likely to focus on creating new unique names, while domestic manufacturers often use traditional names. It should also be noted that the process of examination of the consonance of names during the registration of trademarks determines similarity in sound, but does not always exclude the existence of similar names.