



## WAYS TO PROMOTE A PHARMACEUTICAL PRODUCT MANUFACTURER

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**Abstract.** The article critically examines existing methodological approaches to the promotion of pharmaceuticals. Specific, most effective methods of promotion are proposed, taking into account the latest laws adopted in the industry.

**Keywords:** pharmaceutical market, promotion, advertising, sales promotion, PR, personal selling.

### INTRODUCTION

The main problems of the pharmaceutical market are:

1. Increased life expectancy and aging of the population. These changes change the requirements for the organization of the healthcare system and drug supply, put forward new increased demands for resource provision of social insurance systems.

2. Instability of the global economy, fluctuations in global financial markets and energy prices.

3. Significant strengthening of the role of the human factor in all areas of economic and social development. Hence, the role of social programs that ensure the preservation of high quality of human potential, primarily effective drug provision of the working population of the country, increases.

4. Acceleration of technological change. The world is moving towards a qualitative renewal of the drug supply system based on nanotechnology, biotechnology, information and communication technologies. Environmental requirements for technological systems and the organization of pharmaceutical production are increasing.

5. Strengthening global competition to attract strategic investments in the healthcare system. National economies compete to attract investment from global capital markets, creating a favorable competitive environment for investors and entrepreneurs in the pharmaceutical and biotechnology sectors.

### MATERIALS AND METHODS

Advertisements for these products must contain a voice warning or warning label: "Dietary supplement. Not a medicine." The size of such a label must be no less than 10% of the advertising space.

To prevent various abuses, the bill imposes an obligation on advertisers and advertising distributors to send advertising videos, layouts and advertising brochures to the territorial antimonopoly authority in advance.

### RESULTS AND DISCUSSION

The conducted analysis of existing means and methods of promotion of pharmaceuticals showed that, from the point of view of more effective promotion and obtaining maximum profit, the following target groups are important:

1. buyers of drugs in the retail network;
2. practicing doctors (inpatient, outpatient);
3. LPU (medical and preventive institutions);
4. pharmacy sector (pharmacists, chemists, management of pharmacies and pharmacy chains);
5. opinion leaders;
6. national and regional pharmaceutical distributors.

The pharmaceutical market is divided, in accordance with the methods of promotion, into two main groups: prescription and over-the-counter drugs. Although, S. B. Pashutin notes that "in fact, the division of drugs into prescription and over-the-counter is quite arbitrary, and today you can buy almost any medicine in a pharmacy without a prescription" [1]. The decision to buy over-the-counter drugs is made by the consumer himself - most often on the advice of friends. And only then - on the recommendation of doctors. Therefore, promotion channels should be such that information reaches the consumer directly: media, TV, outdoor advertising, advertising at points of sale. The choice depends on what message and to what consumer it is necessary to convey. For example, a man behind the wheel will perceive advertising on "Autoradio" and billboards on the roads. Female audience – advice from the magazine "Liza" and advertisements aired during "women's TV shows" (talk shows, series, etc.), as well as recommendations made by experts during such TV programs. When purchasing prescription drugs, doctors decide on their use.

Understanding the functions of each market participant allows not only to correctly determine the amount of upcoming efforts and costs for communicating with them, but also to rationally distribute the promotion budget.

The following means of promoting products on the market are distinguished: advertising, sales promotion, PR, personal selling.

The most effective way to promote drugs, even despite the serious restrictions imposed by law, is advertising. When promoting, according to the Law on Advertising [10], advertising to direct consumers (patients, pharmacy visitors) is permitted on the over-the-counter drug market; advertising of prescription drugs is permitted in specialized publications intended for medical and pharmaceutical workers.

### **CONCLUSION**

It should be noted that, being constrained by such restrictions, a number of pharmaceutical manufacturers are inventing new ways to promote drugs. Thus, one manufacturer of drugs introduced a loyalty program based on electronic cards. The mechanics of the promotion were simple: when purchasing drugs in pharmacies using this card, customers receive a discount of 15-50%. The introduction of such a promotion allowed the manufacturer to establish direct contact with patients, avoiding a conflict of interest between the pharmaceutical and medical communities. Summarizing the above, it can be noted that all traditional promotion methods can be adapted to promote pharmaceuticals.

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