

Marketing Research of Medicines Used in Urinary Infectious Diseases

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Annotation: In any case of urethritis, sexually transmitted diseases (trichomoniasis, chlamydia, gonorrhea, etc.) should be ruled out by analysis. Urethroscopy is performed according to the indications. Urinary tract treatment is usually performed on an outpatient basis (at home). Drugs are prescribed depending on the etiology of the disease. In non-specific urethritis, doctors recommend a diet, wash the urinary tract with antibacterial drugs, and prescribe oral antibiotics. In the treatment of specific urethritis, in addition to antibacterial drugs, immunomodulators are used, the choice of which depends on bacteriological analysis. In chronic urethritis, phytopreparations, medicines made from medicinal plants, are more effective.

Keywords: Urological diseases, urinary tract infections, marketing research, outpatient, urinary tract, immune system.

Urinary Tract Infection (UTI) is a common infection that affects any part of the urinary system, including the kidneys, bladder, and urethra. Sexual activity is a common cause, but not one.

Sixty percent of women experience UTI. Men and children can also be affected. Urinary tract infections usually occur when bacteria enter the urinary tract and migrate to the bladder and kidneys. While the immune system can usually eliminate these microorganisms, there are conditions in which they can connect and multiply. The most common cause of the spread of infections is the transfer of bacteria from the rectum or vagina to the urethra.

The class of urological diseases includes several types of pathology, including urolithiasis (urolithiasis) or urolithiasis, the disease is widespread in nature in many regions, and the severe course of urolithiasis often requires surgical intervention and long-term or lifelong use of expensive drugs requires all stages of treatment. Urolithiasis is a disease characterized by the appearance of various hard stones in the urine and bladder. This pathology is commonly referred to as urolithiasis - the symptoms of this disease are very obvious, but they are easily confused with other diseases of the kidneys and excretory system.

Thus, one of the promising directions is the use of mainly conservative technologies of treatment with effective drugs (medicines), which can improve ICD diagnosis and treatment, minimize surgical intervention and improve the quality of life of patients. However, funding for urology departments of treatment and prevention facilities is limited. The lack of personal funds of patients, the wide choice of drugs in pharmacies exacerbates the problem of treatment of patients with urolithiasis and creates certain difficulties for both patients, doctors and pharmaceutical workers. Operating in the modern pharmaceutical market for commercial gain, the pharmacy has a moral and social obligation to the consumer. The range of drugs in pharmacies should be aimed at the full satisfaction of patients with urolithiasis with drugs, as well as other goods. The staff, however, taking into account the competition in the regional pharmaceutical market, does not reduce financial performance, if possible, increase it is necessary to define such an assortment, this approach, on the one hand, improves the quality of treatment of this category of patients, on the other hand, the use of patients' budget and personal resources.

The purpose of this study is to study the market of drugs used for the treatment of urolithiasis in our country, to develop and improve guidelines for the development of science-based methodological approaches to the management of drugs in pharmacy organizations. Provide medication to patients with ICD. To achieve this goal it is necessary to solve the following tasks: to study and generalize and propose an algorithm for conducting domestic and foreign experience of marketing research in the pharmaceutical market.

Analyze the marketing research, demographic and social indicators of the regional drug market for the treatment and prevention of urolithiasis! to conduct sociological studies of different

categories of drug users for the treatment of urolithiasis, to determine their motives, to create a "portrait" of outpatients and inpatients, to treat urolithiasis at different stages of treatment of this disease, describing the prevalence of diseases of the genitourinary system; to study the current state of the federal and regional drug market used in urology; identification of the most useful ^ effective drugs of the studied group for sale by retail pharmacy enterprises; substantiation of a reasonable nomenclature of drugs used to treat patients with urolithiasis used in the hospital; development of a methodology for determining the medium-term need for drugs used in urology for the treatment of urolithiasis.

Based on a systematic approach and the use of modern marketing, economic-mathematical, statistical and pharmacoeconomic methods, for the first time a comprehensive study was conducted in the field of drug supply to patients with urolithiasis at the regional level. carried out; According to the results of the systematic analysis, a comprehensive characterization of the prevalence of diseases of the genitourinary system and, in particular, urolithiasis was developed. Using the segmentation method according to socio-demographic criteria, consumers of drugs used to treat and prevent urolithiasis were studied, "portraits" of outpatients and inpatients were formed, and consumer desires to purchase drugs to treat urolithiasis were identified.

For the first time during marketing research, an assortment of the target segment of the pharmaceutical market of drugs used to treat patients with urolithiasis was created. Highly effective, ineffective and ineffective drugs were identified for the first time, taking into account the rules of evidence-based medicine and the use of expert evaluation method with the participation of urologists, and the market position of the range identified the regional market of drugs used to treat and prevent MESD. In order to optimize the inventory of pharmacies, institutions for the first time analyzed the nomenclature of drugs and parapharmaceutical products for the treatment and prevention of urolithiasis in pharmacies by the method of ABC-XYg analysis.

On the basis of the normative method, for the first time, a medium-term prognosis of urolithiasis and the need for drugs was made, which allowed to determine the amount of money needed for drug therapy of patients. Practical Significance The results obtained during the study help to improve the quality of the organization of drug supply to patients with urolithiasis. It allows to receive an optimized nomenclature of drugs for the treatment and prevention of urolithiasis in outpatient and inpatient patients. The methodological approach to formulating the assortment policy of the pharmacy enterprise based on the analysis of sales volume and consumption stability (ABC-XYZ-analysis) is universal, regardless of the form and profile of the pharmacy.

Using rational management methods (ABC, VEN-analysis), the formed list of drugs designed to treat ICD in the urology department of the hospital can be used to optimize the use of financial resources in a constantly low-cost environment. The proposed methodological approach to determining the need for effective drugs allows to calculate the minimum and maximum amount required, as well as the amount of funds for the provision of drugs to patients with urolithiasis in the hospital.

Thus, the main factors limiting the quality of treatment in the process of conservative treatment of urolithiasis are: insufficient solvency of patients, low funding of the cost of drugs in the urology department and, in some cases (15%), the need for patients in pharmacies. lack of drugs. Consequently, optimizing the range of pharmacies and the list of drugs purchased by urological hospitals, saving financial resources will help to improve the quality of drug delivery to patients with urolithiasis.

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