

loyal. The main favorable and unfavorable trends in the field of drug care have been established. The main administrative barriers for participants of the LO process are identified.

According to our proposed model, an analysis of the internal environment of the LO process of patients should be carried out, highlighting the most problematic regions according to the level of the SPZ, analysis of innovative developments of domestic enterprises and research institutes, an analysis of modern effective drugs for treating these patients and their presence in the list of free and preferential terms.

According to the model, it is necessary to determine the structure and quantity of wholesale and retail organizations involved in the provision of pharmaceutical products for patients with a sanitary protection zone, to conduct a study of the quality of the medical assistance provided to these patients [2,5].

The main methods of studying the quality of drug assistance provided by us in the model are offered - analysis of case histories, sociological studies of the opinions of patients, doctors, pharmacists.

Conclusions:

1. In the course of the study, we established significant opportunities for new institutional economic theory to improve the process of providing drug assistance to the population.

2. At present, the mechanisms of responsibility for the low quality of drug supply are not developed, there is no monitoring of the quality of drug assistance provided.

3. Methods of new institutional economics provide numerous opportunities for improving social guarantees in the field of drug care for patients with socially significant diseases.

Literature:

1. Bagirova V. L., Sataeva L. G. The development of the social mechanism of the pharmaceutical market in the Republic of Kazakhstan / V. L. Bagirova, L. G. Sataeva // Pharmaceutical Bulletin. – 2014. – № 3-4. – p. 111 - 112.

2. Clinical pharmacology: studies. / ed. V. G. Kukes. – 4th ed., Corr. and add. – Moscow : GEOTAR-Media, 2012. – 1056 p.

3. Petrov V. I. Clinical pharmacology and pharmacotherapy : Textbook / Petrov V.I. – Moscow : GEOTAR-Media, 2015. – p.155-160.

4. Babak O. Ya. Clinical pharmacology / O. Ya. Babak, A. N. Belovol, N. I. Bezugla. – 2012. – p. 120-122.

5. Pharmacology: textbook / under. ed. R. N. Alyautdin. – 4th ed., Corr. and add. – Moscow : GEOTAR -Media, 2013. – 832 p., Ill. – p.73-82.

УДК 615.32/.45(574)

**Nurmanbetova T.M., Kasengaliev A.M., Parmankulova T.N., Kelimhanova S.E.,
Sataeva L.G.**

ANALYSIS OF THE ASSORTMENT OF THE MEDICAL MARKET OF THE REPUBLIC OF KAZAKHSTAN IN THE SEGMENT OF MEDICINES OF THE DOMESTIC PRODUCTION ON THE BASIS OF MEDICAL PLANT RAW MATERIALS

Department of general and clinical pharmacology
Kazakh medical university of continuing education
Almaty, Republic of Kazakhstan

E-mail: nurpharma@mail.ru

Annotation. This article presents an analysis of the assortment of the Kazakhstan State Register of Medicinal Products, Medical Devices and Medical Instruments (as of April 25, 2018).

Key words: Medicinal plant raw materials, GMP-standard, generic, prescription PL, ATC-classification, international non-proprietary name.

Introduction

The state actively participates in the regulation of the pharmaceutical market, which includes monitoring the process of registration, certification and sale of imported and manufactured medicines and medical products in the country, monitoring the advertising activity of pharmaceutical companies, and the purchase of medicines for public health facilities according to the forms [5]. In Kazakhstan, for the first time among all CIS countries, there has been a Pharmacopoeia since 2010 harmonized with the UK Pharmacopoeia. It allows you to provide a high level of safety and knowledge of drugs registered in our country. If we talk about the regulation by the State of procurement of medicines, then there are a number of processes, orders and forms. Each year they are updated, which is connected with the introduction of more and more modern therapies and the latest medicines [1, 3].

The purpose of the study was to identify the value of domestic producers in the assortment of the drug segment on the basis of medicinal plant raw materials (LSR) on the pharmaceutical market of the Republic of Kazakhstan according to the following criteria:

- the total share of the total range of international non-proprietary names (INN) of medicines (drugs) and the number of manufacturers;
- specific weight of generics and original drugs;
- segmentation of prescription and non-prescription drugs (LP);

Materials and research methods: marketing analysis, State Register of Medicinal Products, Medical Devices and Medical Instruments (as of April 25, 2018).

The results of the study and their discussion: today, the pharmaceutical market of the Republic of Kazakhstan is represented by 8,346 trade names of medicinal products, of which 344 are drugs based on medicinal plant materials. 27 countries present their products on the drug market in this segment [2, 4]. The main

three leaders of which are: Kazakhstan, which provides 134 products from 344 and has a share equal to 38.95%. The second place is occupied by Germany, which markets 49 products out of 344, which is 14.24%, the third major supplier of medicines is Belarus, which will take 9.88% of all medicines based on LSR and provides 34 trade names.

According to the study, it was revealed that in this market segment, 134 products represented by 19 pharmaceutical manufacturing enterprises were covered by domestic production.

Analysis on the basis of the procedure for the sale of drugs (according to the Government of the Republic of Kazakhstan dated April 28, 2015 No. 288. Registered with the Ministry of Justice of the Republic of Kazakhstan on May 29, 2015 No. 11233. On approval of the Rules for the classification of drugs to prescription or non-prescription) medicines offered by the domestic manufacturer, the share of non-prescription drugs amounted to 128 drugs 95.5% (Fig. 1).

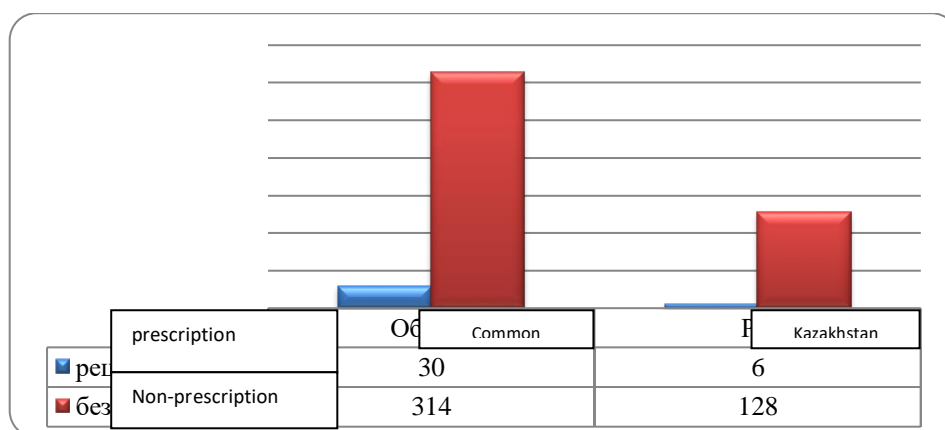


Fig. 1. The share of prescription and non-prescription drugs on the basis of LSR on the pharmaceutical market in terms of product names

The analysis of the range of the pharmaceutical market of the Republic of Kazakhstan by groups of original drugs and generics divided the products of the domestic manufacturer in the ratio of 28% of original drugs and 62% of generics (Fig. 2).

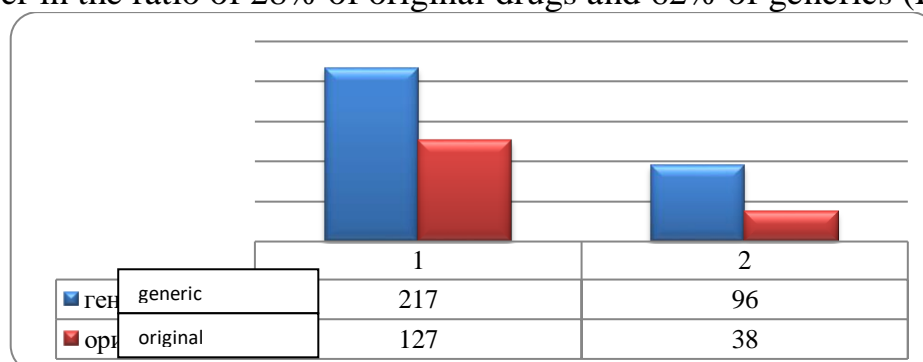


Fig. 2. Shares of generic and original drugs in the range of products represented in the pharmaceutical market of Kazakhstan.

Conclusions:

The conducted study shows that medicinal preparations based on medicinal plant materials constitute 4% of the total medicinal product range, respectively 344

medicinal products. The share of Kazakhstan production is 38%, which is 134 PL. 148 drugs have a GMP standard, domestic production of 4 drugs. Prescription drugs are 8.7%, respectively, 30 drugs, the manufacturing of 6 drugs, which is 4.5%. The share of original drugs from the total number of drugs is 36% (127 drugs), Kazakhstan production 28% (38 drugs).

Literature:

1. Bagirova V. L., Sataeva L. G. The development of the social mechanism of the pharmaceutical market in the Republic of Kazakhstan / V. L. Bagirova, L. G. Sataeva // Pharmaceutical Bulletin. – 2014. – № 3-4. – p. 11-12.
2. Clinical pharmacology : studies / ed. V. G. Kukes. – 4th ed., Corr. and add. – Moscow : GEOTAR-Media, 2012. – 1056 p. – p. 1029-1039.
3. Petrov V. I. Clinical pharmacology and pharmacotherapy : Textbook / V. I. Petrov. – Moscow : GEOTAR-Media, 2015. – p.124-136.
4. Babak O. Ya. Clinical pharmacology / O. Ya. Babak, A. N. Belovol, N. I. Bezugla. – 2012. – p. 115-118.
5. Pharmacology: textbook / under. ed. R. N. Alyautdin. – 4th ed., Corr. and add. – Moscow : GEOTAR -Media, 2013. – 832 p., Ill. – p. 792-797.

УДК 54.062

**Александрова Ю.В., Лобачева А.М., Афанасьева Т.А.
ИЗУЧЕНИЕ ВОДОРОДНОГО ПОКАЗАТЕЛЯ ВОДНЫХ РАСТВОРОВ
КОСМЕТИЧЕСКИХ СРЕДСТВ**

Кафедра фармации и химии
Уральский государственный медицинский университет
Екатеринбург, Российская Федерация

**Alexandrova Y.V.M, Lobacheva A.M., Afanasjeva T.A.
THE STUDY OF PH OF AQUEOUS SOLUTIONS OF COSMETICS**

Department of chemistry of pharmacy
Ural state medical university
Yekaterinburg, Russian Federation

E-mail: alex_ekb152@mail.ru

Аннотация. В статье изложены данные исследования pH среды водных систем косметических средств пяти групп: шампуни, гели, тоники, жидкие мыла, твёрдые мыла.

Annotation. The article deals researches pH environments of water systems of cosmetics offive groups are stated: shampoos, gels, tonics, liquid soap, solid soap.

Ключевые слова: водородный показатель, кислотно-щелочной баланс, концентрация ионов водорода.

Key words: hydrogen indicator (pH), acid-base balance, the concentration of hydrogen ions.