

lesson 4

Methods for determining the need and studying the demand for medicines

The essence of the market assortment policy of the pharmacy organization is the following statement. The product must be at the right time and in the right volume and when sold to ensure profit. Each assortment item must wait for its potential buyer.

Satisfying a sick person's drug needs is central to pharmaceutical marketing. A drug is a specific product. On the one hand, a product has a price and is intended to be sold. At the same time, it is a specific product, the demand for which is limited and occurs for certain diseases or for their prevention.

Let's consider the basic concepts of marketing.

Need is a lack experienced by a person in something necessary.

For example, everyone has a need to be healthy. The need is expressed by a specific medicine depending on the disease.

For example, every person feels hunger. The need is expressed in a particular food, depending on the person's preferences.

Supply is a need in goods and services, secured by the necessary money.

Consumption is the realized need for drugs.

Offer is the availability of drugs on the market and in the pharmacy.

Numerous factors influence on the formation of consumption and supply for drugs:

1. the economic development of the region;
2. the size of the population;
3. the number of medical and pharmacy organizations;
4. improvement of culture and literacy of the population;
5. development of medical and pharmaceutical sciences;
6. increase in the number of people of retirement age who have chronic diseases;
7. the need for a sick person to go to a doctor for a prescription of medicine.

Supply can be grouped according to the following characteristics:

1. **Depending on the degree of satisfaction are distinguished:**
 - Actual supply is the ability of the population to purchase goods. Actual supply is equal to the number of visits to the pharmacy.
 - Realized supply is the purchase of goods and services. The indicator of the realized supply of the population is the retail turnover of the pharmacy.
 - Unsatisfied supply is the demand unrealized due to the lack of necessary goods for various reasons.
2. **Depending on the initiator of supply are distinguished:**
 - supply, initiated by the physician.
 - supply initiated by patient
3. **Depending on the intensity of supply, a distinction is made between:**
 - Formative supply is supply for new, unfamiliar or less known goods.
 - Intensive supply is rapidly increasing supply for high quality goods.
 - Stabilized supply is supply for goods whose dynamics are constant.
 - Fading supply is the supply for goods that are ending their life cycle.
 - Negative supply - when there is no **supply** for goods and services at all.
4. **Depending on the periodicity of the emergence of supply are distinguished:**
 - Periodic supply - supply after certain periods.
 - Impulsive supply - supply at any time without any periodicity under the influence of advertising or other factors.

Methods for determining the need for drugs:

1. Normative method.

The need is determined taking into account the norms of consumption, which are enshrined in the legislation of Russia.

2. Economic and mathematical methods.

Model the consumption of drugs taking into account one or more factors.

3. Logico-economic methods

These methods are based on forecasting with the help of expert evaluations. Their essence is to summarize the reasoned opinions of competent experts on the problem to be solved.

When forecasting the need for drugs, the peculiarities of their consumption are taken into account.

Classification of drugs according to the peculiarities of consumption:

1. Drugs, the consumption of which is rationed according to the legislation of Russia.

This includes narcotic drugs and psychotropic substances, ethyl alcohol. Consumption rates are calculated **based on** the normative method, based on the number of prescriptions served by the pharmacy, or on the number of beds in the hospital departments.

2. Drugs of specific action are used for the treatment of one disease (anti-tuberculosis, anti-diabetic, anti-tumor drugs). When forecasting the need for drugs of this group, the number of patients and drug consumption for the treatment of one patient according to the scheme are necessarily taken into account.
3. Broad-spectrum drugs. This group includes most drugs for the treatment and prevention of many diseases. Consumption of these drugs depends on many factors.

Methods of studying the supply for drugs:

1. Determining the size of supply.
2. Study of factors that form supply.
3. Determination of the degree of influence of individual factors on the size of supply using the coefficient of elasticity of supply (E_d).

$$E_d = (D_2 - D_1) / D_1 : (P_2 - P_1) / P_1$$

where D_1 and D_2 are the value of supply d at the old and new prices;
 P_1 and P_2 - respectively, the old and new price.

If E_d is less than 1, it is considered that supply for the product is inelastic. Inelastic supply goods include: essential goods, such as insulin.

If E_d is greater than 1, it is considered that supply for the good is elastic.

Interview questions:

1. Define the concepts: need, supply, consumption, offer.
2. What factors influence the formation of consumption and supply?
3. What types of supply can be distinguished?
4. What are the methods for determining the need for drugs?
5. What drugs are there according to the peculiarities of consumption?
6. Give a description of Maslow's pyramid of needs.

Maslow's pyramid

