

Lesson 1

THE ECONOMIC ENVIRONMENT OF THE PHARMACY ORGANIZATION

Economy. Pharmaceutical economics. The subject and methods of studying economics

Questions for discussion in the classroom

1. The concept of "economy" as a science, economy, relations between people.
2. The field of economics and pharmaceutical economics research.
3. Economic laws.
4. Methods of economic research.
5. Micro - and macroeconomic approaches in economic research.
6. The dual nature of the pharmacy as an economic entity of the pharmaceutical market.
7. Qualitative parameters of a pharmacy organization as an economic entity.
8. The economic environment of pharmacy activity as an organization of the healthcare system.

1. The concept of "economy" as a science, economy, relations between people.

The word "economy" has an ancient Greek origin. In the IV century BC, the ancient Greek scientist Xenophon wrote a book called "Oikonomy" (from Greek. oikoz — house, farm; nom — rule, law), where he outlined the rules of household management and agriculture.

The concept of "economy" The main definitions of the term "economy" include three aspects.

Firstly, the economy is the economy itself in the broad sense of the word, i.e. the totality of all means, objects, things of the material and spiritual world used by people to meet their needs. In this sense, the economy should be perceived as a system of life support created and used by a person, reproduction of people's lives, maintenance and improvement of living conditions.

Secondly, economics is a science, a set of knowledge about the economy and related activities of people, about the use of various, most often limited, resources in order to meet the vital needs of people and society (in this context, economics is called "economic theory" or "economics").

And finally, the economy is a set of relations between people in the sphere of production, distribution, exchange and consumption of goods and services.

2. The field of economics and pharmaceutical economics research.

The field of economics research is the needs of people. Needs are understood as the need, the need for something: food, housing, clothing, entertainment, health, etc. The economic activity of people to create certain goods, including medicines, is aimed at meeting the needs. In economics, material needs are studied, which means the need for any product or service that brings satisfaction to the consumer, including the need for medicines. Satisfaction and development of needs is a constant and renewable historical process in which the needs of people are the driving impetus for the development of not only the economy, but also civilization.

The needs of people have one feature: in general, they are not limited, they are not saturated and, moreover, they are continuously increasing.

Of course, some of the needs of an individual consumer can be fully satisfied. If we talk about public, state needs, then they are practically limitless.

Economic resources. Economic resources are needed to meet unlimited material needs.

Economic resources include:

labor (labor resources) in the form of conscious activity of people aimed at creating the product they or other people need;

land (natural resources) — land, water, air, minerals, flora and fauna, natural energy sources, etc. involved by people in economic turnover;

capital (material and monetary resources) — material and monetary resources intended for economic activity. "capital" includes two types of resources: physical capital (means of production used in economic activity) and monetary capital (funds for which and with the help of which material and labor resources are acquired and attracted).

These three types of resources (labor, land, capital) are called factors of production.

All types of economic resources at the disposal of mankind are generally limited both in quantity and in quality. They are obviously not enough to meet all human needs. People almost always want to have more than all the mastered economic resources can really give. There is a contradiction between what is desired and what is possible, between the limitless needs of people and the possibilities of satisfying them, which are limited by the available resources.

In such situations, the task is how to use the available limited resources better and more efficiently in order to achieve maximum satisfaction of human material needs.

The subject and tasks of health economics. The subject of economics as a science is the analysis of the efficiency of using limited resources to achieve maximum satisfaction of human material needs.

There are traditionally four major blocks in the structure of economic knowledge.

1. Economic theory is a basic fundamental scientific discipline that serves as the basis for the formation of other research areas.
2. Branch economic sciences — their task is to investigate the features of economic processes in a particular industry, for example, in healthcare or pharmacy.
3. Applied economic sciences — develop problems of individual practical tasks common to all branches of the economy; these include accounting, finance and credit, etc.
4. Special economic sciences — sciences that originated at the junction of economics and other natural sciences and humanities; for example, economic geography, economic statistics, economic law, etc.

Health economics is a complex of economic knowledge about the forms, methods and results of economic activity in the field of medicine, its organization, management and development. The subject of the study is the economic forms of medical professional activity. AS a branch of scientific discipline — health economics, examines the effect of objective economic laws in specific conditions of production and consumption of medical services, as well as conditions and factors that ensure the fullest satisfaction of the needs of society in medical care and public health at an acceptable level of resources. The economic aspects of health care are considered as an

element of social production, in the structure of which health care is a sector of production of intangible goods — services.

One of the main problems of healthcare economics is the study of facts and trends affecting the market of services (medical care is considered as a service) and economic processes in healthcare. The most important among them are the following:

- approximately 15-20% of potential consumers are covered by medical services; the number of elderly people is increasing rapidly; the market is commercializing the cause of health protection in general, as well as the attitude of each person (patient) to their health;
- transformation of the nature of economic ties that any economic entity establishes in the course of its practical activity at all levels — federal, federal subjects, municipal, institutional;
- change in the economic status of a medical institution; at the same time, a medical treatment and prevention institution is increasingly clearly acquiring the economic features of a service-producing enterprise;
- extreme diversity of ownership forms and types of management in healthcare, which is both a condition and a consequence of market development;
- changes in the volume of paid and semi-paid (medical insurance) health services provided to the population; monetization of benefits to the population;
- changes in the economic situation of health care workers, which is mainly associated with a significant differentiation of economic and social status.

The overall goal of health economics is to study the economic relations that objectively develop between people and arise in the process of medical professional activity.

The tasks of the healthcare economy are grouped into several problem groups:

- analysis of the needs for medical services of potential clients and forms of professional activity;
- determination of necessary resources (material, labor, financial);
- identification of payers for services (investors: patients, the state and insurance organizations; healthcare financing systems: private, budgetary, insurance);
- determination of the expected result of professional and economic activity (study of medical, social and economic efficiency of activity. The following correlation is characteristic of the macroeconomic level: social efficiency should be in the first place, medical efficiency should be in the second, economic efficiency should be in the third);
- assessment of the actual result obtained (for this purpose, the economic regulatory framework of the industry is being developed. A certain system of natural cost and relative indicators has been created and is constantly being improved, quantitatively characterizing both the results of medical professional work and economic activity in healthcare);
- management of economic processes (economic activity should be managed, therefore, an important section of health economics is to consider planning as a function of medical management);
- achieving economic success.

Pharmaceutical economy as a part of the economy. According to some experts, it is advisable to combine healthcare, pharmacy, production of medical equipment and medical science with a single concept of "medical and pharmaceutical complex". The subject of the study of the economy of this complex is the efficiency and economic analysis of its activities, forecasting, privatization, pricing for medical services, medicines and goods, the formation and use of resource potential, financial support, etc.

Currently, the expediency of considering pharmacy economics as an independent applied and scientific problem is determined by the following factors:

- increase in demand, demand, volume of sales of pharmacy products and the social significance of the circulation of medicines;
- increasing the resource intensity of pharmacy, especially in the system of bringing goods to consumers and consumption;
- the need for rational use of limited resources — financial, material, labor;
- pharmacy and the pharmaceutical market began to be considered as a profitable, economically feasible area of investment;
- the need to create favorable conditions for investment in domestic production.

The pharmaceutical economy is part of the economy. The "pharmaceutical economy" is considered as a set of industries engaged in the production, distribution and exchange of medicines, other pharmacy products and services necessary to maintain public health.

The pharmaceutical economy is a set of enterprises and organizations engaged in the production, distribution and exchange of medicines, medical devices, services necessary to maintain individual and public health.

The field of research of pharmaceutical economics is the problems of effective management and use of limited resources of medicines and other products of the pharmaceutical range in order to achieve maximum satisfaction of the needs of the population and institutional consumers.

Principles of pharmaceutical economics. The concept, or system of views on the pharmaceutical economy, includes principles, theoretical foundations and a methodology supporting them.

The principles are the starting points of the pharmaceutical economy, which are divided into two groups: general and private. General — confirm the connection of the pharmaceutical economy with economic science and other sciences, private — determine the features of the pharmaceutical economy.

General principles.

- limited resources and boundless needs are the starting point of any economic theory, which determines the subject of economic science and justifies the need for its existence;
- social priorities — a correlative assessment of the social role and actions shared by members of a given society on the basis of a certain value system; the objective basis for recognizing significance is a real contribution to meeting a particular need (in this case, the need for health).

Private principles:

- personal interest in health — the basis for the formulation of this principle is based on the principle of personal interest (every person seeks pleasure and avoids unpleasant things and under all circumstances strives to get the maximum of one with the minimum of the other, This principle ensures the responsibility of each person for their health, which ultimately corresponds to public interests and objectives;
- the desire of people and the state to limit health costs — in the pursuit of health, a particular person can use various ways from a healthy lifestyle to "prestigious" and expensive treatment; as for the state, this principle applies regardless of the level of civilization, only the reasons differ — either lack of funds and the residual principle of financing, or rapidly growing the level of health care costs associated with an increase in life expectancy, the emergence of new technologies, etc.
- quantitative measurement of various economic manifestations — this principle is based on the views of the "mathematical school" of economics; distribution, production, consumption exist due to exchange, the result of exchange is expressed by the price of certain services delivered by factors of production (labor, capital, land); this principle corresponds to the health economy, which introduced the concept of medical services, and that's it professional actions are measured by the price for the service; in the pharmaceutical economy, there is a real commodity — a medicinal product (drug), there are also pharmaceutical services that can be characterized as providing patients with medicines, it is possible to measure the costs of one treatment and express them in natural, monetary, labor meters.

3. Economic laws.

The theoretical basis of the pharmaceutical economy consists of objective economic laws. Economic laws are not normative or "finalist" in nature. These laws express the essence of the relations that are spontaneously established between free beings. They are interdependent and depend on "obstacles put forward by the environment". These laws are universal and permanent, since the basic human needs are the same in all countries and at all times. General economic laws investigate only what is most common, most characteristic of all people.

General economic laws.

The law of supply and demand determines the value of each product and productive services of labor and capital. It is formulated as follows: the price changes in direct relation to supply and in reverse to demand (all other things being equal). Further, the price is fixed at this level when the quantities offered and requested become the same, and price changes tend to such a coincidence.

The law of value is the basis for measuring the very value of goods and services. Such value is the cost of production.

The law of free competition in the classical sense provides the consumer with cheapness of goods and services, as well as competition between producers stimulates progress that ensures justice and the pursuit of equality, encouraging the "pursuit" of profit and constantly reducing all value to the level of the cost of production.

The law of population at the time of classical economists considered population growth everywhere as a negative economic factor. Currently, there are countries in which the operation and understanding of this law correspond to the classical doctrine and in the modern interpretation is expressed in family planning. And in developed capitalist countries, there is a reverse trend associated with a reduction in population growth rates and disappointing forecasts

of futurologists about a significant reduction in the population of these countries in the future, if states do not take special measures to change public opinion in terms of increasing the birth rate and preserving public and individual health.

The law of wages is also a classical law according to which wages are subject to a double action. On the one hand, there is a market wage that reflects the supply and demand in the labor market. On the other hand, there is a natural or necessary wage, which is determined by the cost of living labor.

The law of rent, derived by D. Ricardo, determines that when several products with different values are put on the market, the price will be set at the highest cost. This means that other homogeneous products will account for a certain surplus, since their production is cheaper.

The Law of International Trade asserts freedom of trade and mutual benefit in the trade of both parties.

Since these laws are universal, their effect must be taken into account when considering economic objects in the pharmaceutical market.

Basic theories and hypotheses of pharmaceutical economics. In addition to general economic laws, generalizations and theories specific to this industry are relevant in the study of pharmaceutical economy objects. These generalizations and theories are based on a system of hypotheses, which are scientific assumptions and assumptions and are considered as structural elements of a scientific theory. These hypotheses act as a method for the development of scientific knowledge, including the nomination and subsequent experimental verification of assumptions.

The most important theories for explaining economic processes in the pharmaceutical market are:

The complexity of the pharmaceutical economy. The presence of public and private sectors, and, as a result, the development of various organizational and legal forms of management ensures the creation of a competitive environment in the pharmaceutical market. This generalization is supported by two hypotheses:

- 1) availability of equal opportunities in the market for state-owned enterprises and enterprises of other forms of ownership;
- 2) ensuring varying degrees of state intervention in market mechanisms in both sectors (in particular, in the formation of prices, supply and demand).

The influence of the external environment. Any organization operating in the pharmaceutical market is necessarily connected and dependent on many factors, both directly and indirectly. Therefore, it is necessary to take into account the factors of the macro- and microenvironment in which the pharmacy organization and other pharmaceutical market entities have to work, and also assume that it is possible to take into account environmental factors based on various methods.

The "usefulness" of a drug as a commodity. "Utility" in economic theories is used to denote the ability of a product to bring satisfaction. This generalization is supported by the following hypotheses:

- 1) the existence of a "subjective" utility of a medicinal product as a commodity;

2) the presence of the marginal utility of the drug as a commodity, i.e. the ability of each subsequent dose of the drug to bring less and less additional satisfaction; this property of the product is expressed in the existence of treatment courses, etc.;

3) "undesirability" for the consumer of medicines, since no one wants to get sick and the costs of medicines are not planned;

4) the social significance of medicines, which consists in the fact that they affect health and change it, and this influence can be both positive and negative.

Theory of consumer behavior. The generalization of the patterns of consumer activity is based on a system of hypotheses that can be reduced into three groups:

1) hypotheses of the existence of consumer types and consumption;

2) the possibilities of analyzing consumer behavior;

3) the possibilities of regulating consumer budgets (managing the formation of consumption regimes).

Economic activity of pharmacy organizations. Two hypotheses are fundamental to substantiate economic research in this area:

1) the possibility of achieving basic economic proportions (supply and demand, costs and results, etc.);

2) the possibility of achieving break-even of the pharmacy organization.

Evaluation of the efficiency of resource use. The efficiency of economic activity is the goal of any organization in any market. The basic hypotheses for solving efficiency problems in the pharmaceutical market are the rational use of available materials, finances, and labor resources.

4. Methods of studying economics

The Method and its Content

Scientific abstraction.

Exclusion of irrelevant economic and non-economic effects from economic analysis

Analysis

Autonomous consideration of parts of a single whole

Synthesis

The connection of the individual parts of the phenomenon in question into a single whole

Induction

Inference, which is a movement from facts to generalizations

Deduction

A conclusion representing a movement from general to real economic facts

Comparison

Determination of the similarities and differences of the phenomena under consideration

Analogy

Transfer of one or a number of properties from a known phenomenon to an unknown one

The assumption "all other things being equal" is an assumption according to which all factors, with the exception of the studied ones, are taken as constant

Economic and mathematical modeling Formalized description using mathematical methods of various economic phenomena

5. Microeconomics and macroeconomics

As already noted, economic choice is made everywhere: at an enterprise (industrial and commercial), in government institutions that make political decisions, in non-profit organizations (churches, public associations, etc.).

Depending on the scope and scale of the objects studied, micro- and macroeconomics are distinguished in economics.

With a microeconomic approach, the attention of an economist-researcher, analyst is attracted by the economy at the level of a person, family, enterprise, organization, i.e. a separate economic entity. Microeconomics operates with such indicators as the volume of production and consumption of a particular product or group of goods, the price of the product, the costs of its production and circulation, sales revenue, the efficiency of the organization, etc.

However, in the economy of a large country there are hundreds of thousands and even millions of large and small enterprises producing tens and hundreds of millions of goods, therefore, in order to present the overall economic picture in the country and even in a significant region, one cannot limit oneself to microeconomics. Therefore, economics widely uses a generalizing, synthetic macroeconomic approach. Its main principle is the aggregation of economic indicators, their reduction into generalized values that allow us to judge the economy and economic processes as a whole as a single economic complex.

The task of macroeconomic analysis is to study the patterns in the interaction of various economic processes, and to determine the principles of the most effective operation of the entire economic mechanism.

Thus, macroeconomics is the study of the economy as a whole, obtaining a general idea of the processes of production, distribution, consumption of goods, goods, services on the scale of regions, countries and even the whole world, it is an aggregated view of the economy as a single integral system. Macroeconomics operates with such categories and indicators as the national wealth of the country, gross national product, total income, the volume of industrial and agricultural production, the rate of increase or decrease in production and consumption of goods and services. At the same time, macroeconomics studies average values, such as average per capita or average family income and expenses, average consumption, average labor productivity, average wages.

For example, an increase in GDP makes it possible to allocate more funds for healthcare and social security, an increase in the monetary income of the population and the subsistence minimum will affect the change in the structure of demand for medicines, in particular towards an increase in demand for effective branded medicines (LP), goods for a healthy lifestyle, etc.

Macroeconomics and microeconomics are closely related and interact with each other. Microeconomics is at the heart of macroeconomics, since macroeconomic indicators are the result of combining micro-indicators into aggregates.

It follows from this that before investigating how, by what means and methods the macroeconomic impact is carried out, it is necessary to study the object of impact at the microeconomics level, because the choice of means and methods largely depends on it.

6. The dual nature of the pharmacy as an economic entity of the pharmaceutical market

When analyzing economic activity, it is necessary to remember that a pharmacy is a trading (commercial) organization whose goal is to increase sales of pharmaceutical products and make a profit. From this point of view, like any subject of microeconomics, a pharmacy organization is characterized by qualitative and quantitative parameters (Fig. 1.).

As an organization of the healthcare system, the pharmacy performs social functions, which consist in providing pharmaceutical assistance to the population and various organizations. And here the pharmacy has a number of features that determine the specifics of its economic activity (see Fig. 1.).

7. Qualitative parameters of a pharmacy organization as an economic entity.

The qualitative parameters of a pharmacy organization include:

- the nature and content of the activity;
- basic form of ownership;
- organizational and legal status;
- competitiveness.

The nature of the activity. The industry in which the company operates determines the nature of its activities. There are industrial, commercial, transport, insurance companies, healthcare institutions, etc. The nature of the activity is reflected in the structure and magnitude of economic indicators, the degree of state influence.

The content of the activity. The main task that an organization performs determines the content of its activities. For example, a pharmacy by the nature of its activity refers to healthcare institutions, along with polyclinics, hospitals, etc., and by the content of its activity it is a retail trade organization that is intended to provide pharmaceutical assistance, including for the sale of medicines and other pharmacy products to the population and other organizations.

The basic form of ownership. In Russia, there are the following types of property defined by the Civil Code of the Russian Federation (Civil Code of the Russian Federation):

- o private,
- o state,
- o municipal,
- o other forms.

The basic form of ownership has a significant impact on the economic activity of a pharmacy organization, in particular on the system and forms of remuneration of pharmacy workers, their financial incentives, the level of pharmacy costs, etc.

The organizational and legal status of the enterprise. Depending on the form of ownership of the Civil Code of the Russian Federation, the following types of enterprises are distinguished:

- unitary (based on state and municipal forms of ownership),
- business partnerships and societies (based on private ownership).

Each type of organizational and legal form of the enterprise is divided into several types

Competitiveness. The increase in the number of pharmacy organizations caused by the growing demand for their services implies their free choice by consumers. One of the ways to increase the competitiveness of pharmacies is to attract and retain consumers by improving the quality of pharmaceutical care. The main factors of the pharmacy organization's competitiveness that influence the choice of pharmacies by consumers are shown in Fig. 2.

For the buyer, in addition to the cost of goods, a wide range, quality and service culture in the pharmacy are important.

The main quantitative parameters of a pharmacy as an economic entity are:

- number of jobs,
- actual number of employees,
- annual capital (turnover), etc.

Depending on these indicators, pharmacy organizations can be classified as

- small,
- average
- large.

A possible variant of this division is presented;

Grouping of pharmacy organizations by quantitative parameters

Parameter Small

enterprise Medium Large

Number of employees ≤ 50 ≤ 250 > 250

Balance amount, million rubles. ≤ 3.9 ≤ 15.5 > 15.5

Annual turnover, million rubles. $\leq 8,0$ $\leq 32,0$ $> 32,0$

.8. The economic environment of pharmacy activity as an organization of the healthcare system.

A pharmaceutical trade organization is an independent enterprise that purchases, stores and sells pharmacy goods and services to customers in order to meet the needs for pharmaceutical care and profit from its activities.

The pharmacy's work is carried out on the basis of legal law, the use of various resources, and the economic internal structure of the organization.

The economic environment of the pharmacy is represented by the external and internal environment.

The internal environment includes the internal working conditions of the pharmacy: the availability of equipment, personnel, material, financial, and information resources. In the internal environment there is a transformation of resources, their accounting, analysis, planning, management. The factors of the internal environment are subjective and can be adjusted in the process of managing the work of the organization.

The external environment of the enterprise has 2 levels: macro-environment and micro-environment.

The macro environment consists of conditions and factors of a social, political, economic, technological, cultural nature, natural resources of the region, industry, state in which the enterprise operates.

The microenvironment combines factors that directly affect the work of the enterprise: suppliers of goods, buyers, competitors, organizations that control the work of the pharmacy: tax, labor sanitary and other inspections, public organizations and more.

External factors of macroenvironment and microenvironment have a significant impact on the work of the organization, however, these are objective factors, their influence must be taken into account in the work of the pharmacy, but it is impossible to influence these factors in the process of pharmacy operation.

9. Regulation of the economic activity of a pharmacy organization

A pharmacy organization, as a subject of the pharmaceutical market, carries out entrepreneurial activities, i.e. independent, at its own risk, activities aimed at systematically obtaining profits from the use of property, the sale of goods, the performance of works or the provision of services.

Since the relations between persons (individuals and legal entities) engaged in entrepreneurial activity are regulated by civil legislation, the basic law for the activities of pharmacy organizations is the Civil Code. The Civil Code defines the legal interaction of all participants in entrepreneurial activity, establishes the legal regime of property relations (ownership, transfer of ownership, conclusion of transactions, etc.) and certain types of contracts that are concluded on a daily basis in the consumer and commodity market (purchase and sale, exchange, lease, contract, commission, etc.).

Legal regulation of economic relations is based on:

- freedom of entrepreneurial activity;
- legal equality of various forms of ownership;
- freedom of competition and restrictions on monopolistic activity;
- making a profit as a business goal;
- legality in business activities;

- state regulation of entrepreneurial activity.

The main directions of state regulation of the pharmaceutical market and pharmacy activities are based on the use of legal, administrative and economic methods.

1. Development of laws and standards: the law on licensing, the law on the circulation of medicines, trade rules and others;
2. Regulation of export and import of pharmaceutical products; conclusion of contracts, determination of the type, quantity of goods, delivery dates of goods.
3. Definition of lists of VED, development of treatment standards, thus regulating the quantity and quality of pharmaceutical care to the population.
4. Development of a system of registration and circulation on the market of medicines: only registered medicines are allowed to be used.
5. Financial and tax policy of the state, preferential taxation for small enterprises, certain groups of goods: medicines, children's goods.
6. Price regulation in the pharmaceutical market, in the regions of the country: maximum permissible surcharges for medicines of the list of VED are established
7. Patent and license protection in the state for synthesized medicinal substances, formulations of developed medicinal products and methods, technology of their production.
8. State support for the production of specially controlled and low-income groups of goods: psychotropic drugs, serums and vaccines, vital medicines.
9. Social protection of consumer rights and support for privileged categories of citizens, restriction of advertising of medicines and control over the provision of certain groups of medicines (insulins, antitumor, anti-tuberculosis drugs).
10. Antimonopoly legislation. Prevention of unfair competition and monopolistic activity in the pharmaceutical market.

Tasks on the topic of lesson 1.

Task 1. In the workbook, write down the questions and your answers to them.

1. Write definitions of the term "pharmaceutical economy".
2. List the main directions of studying pharmaceutical economics.
3. What determines the law of supply and demand?
4. List the main methods of studying processes in the economy.
5. What does microeconomics study?
6. What does macroeconomics study?
7. List the features of the pharmaceutical market.
8. What parameters in the pharmacy are qualitative?
9. What parameters in the pharmacy are quantitative?
10. What factors does the internal environment of the pharmacy include?
11. Describe the external environment of the pharmacy.
12. What are the directions of state regulation of the pharmaceutical market in Russia

Task 2.

Determine the form of ownership (private, municipal, state) and name the owner of the following enterprises (individual or legal entity, city, Russian Federation, subjects of the Russian Federation). Write down your answers in the table.

- a) a small pharmacy kiosk "Miracle Grandmother" is served by a family of five people (grandmother, father, mother and their two sons) and is owned by grandmother;
- b) pharmacy point "Rosehip" belongs to a team of seven people working in it. The store is registered with government agencies, has a license for pharmaceutical activities, its own bank account, independent balance;
- c) a large factory "Medizdeliya", numbering 150 workers, belongs to the municipality of Lyuberetsky district of the Moscow region;
- д) the pharmacy "Tsentralnaya" is located in the center of the city of Vidnoye and is the property of the city.

no. company Form of ownership owner

And the pharmacy kiosk "Miracle Grandmother"

To the pharmacy point "Rosehip"

C factory "Medizdeliya",

d pharmacy "Tsentralnaya"