

Seminar No. 1

TOPIC (theme) “Commodity science as a science. Historical aspects. The subject and tasks of medical commodity science in the professional activity of a pharmacist. Theoretical foundations of medical commodity science. Terminology. Definition of basic terms and concepts»

Purpose of the lesson:

1. To acquaint the future pharmacist with the basics of medical and pharmaceutical commodity science.
2. Form the concept of discipline.
3. Study the basic concepts and definitions.

Questions for self-preparation and theoretical discussion:

1. Give the concept of medical commodity science.
2. What is the object of commodity science?
3. Who are the subjects of commodity science?
4. Describe the main periods in the development of commodity science.
5. What is the peculiarity of the development of medical and pharmaceutical commodity science in our country?
6. What is the purpose of medical and pharmaceutical merchandising?
7. Knowledge of what disciplines that you study is necessary for the development of medical and pharmaceutical commodity science?
8. What methods of scientific knowledge are used in commodity research?
9. What methods of practical commodity research activities are used in commodity science?
10. What is the role of a pharmacist in organizing the supply of health services and the population with the necessary medical equipment?
11. The concept of goods.
12. Definition of the concepts "drugs", "drugs", "pharmaceutical products", "parapharmaceutical products", "medical products", "medical products", "medical equipment products", "medical devices", "medical equipment ", medical complexes".

Commodity science is a scientific discipline that studies the use values of a product, which form properties or qualities inherent only in this product.

Medical and pharmaceutical commodity science is a science and academic discipline about the fundamental characteristics of goods used in medical practice and pharmaceutical activities, and about the factors that ensure these characteristics.

Consumer value is the ability of a product to satisfy specific human needs, and the totality of such properties means consumer value. A commodity is a product of labor intended for sale in order to satisfy a social need.

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The focus of medical and pharmaceutical merchandising are medical and pharmaceutical products, respectively, although over time the scope of science may expand and merchandising of medical and pharmaceutical services will be developed.

The subject of medical and pharmaceutical commodity science - are the use values of medical and pharmaceutical products, as well as methods for their knowledge and provision.

The purpose of medical and pharmaceutical commodity science is to study the fundamental characteristics of medical and pharmaceutical products, as well as their changes at all stages of product distribution.

The tasks of medical and pharmaceutical commodity science, as a science and academic discipline, are (list):

1. a clear definition of the fundamental characteristics that make up the use value;

2. establishing the principles and methods of commodity science, which determine its scientific basis;
3. systematization of a variety of medical and pharmaceutical products through the rational application of classification and coding methods;
4. study of the properties and indicators of the assortment for the analysis of the assortment policy of a medical or pharmaceutical organization;
5. management of the assortment of the organization;
6. determination of the nomenclature of consumer properties and indicators of medical and pharmaceutical products;
7. assessment of the quality of goods, including new domestic and imported ones;
8. identification of quality gradations and defects in medical and pharmaceutical products, their causes and measures to prevent the sale of low-quality goods;
9. determination of quantitative characteristics of single copies of goods and consignments;
10. ensuring the quality and quantity of medical and pharmaceutical products at different stages of their life cycle by taking into account the shaping and regulating the retaining factors;
11. identification of types of commodity losses, causes of their occurrence and development of measures to prevent or reduce them;
12. information support of commodity circulation from the manufacturer to the consumer;
13. commodity characteristics of specific medical and pharmaceutical products.

Similarities between Pharmaceuticals and Other Consumer Goods

1. Participate in free sale and purchase according to the scheme:
2. Consumer (sick)→Pharmacy
3. The consumer himself purchases the goods, guided by his own experience, advertising, advice from relatives.
4. For example, some medicines, perfumes and cosmetics; mineral waters, hygiene and sanitation items, etc.

Difference: pharmaceutical products and other consumer goods

1. Sold only by prescription;
2. Consumption (operation) is carried out only according to the instructions of medical workers.
3. For example, most drugs, medical equipment, medical products, etc.

Commodity skills of a pharmacist (list and characteristics)

The supervisor must know and be able to:

1. conduct marketing research of medical and pharmaceutical products in the distribution system;
2. manage the range of medical and pharmaceutical products, determine and predict the state of the pharmaceutical market, form the assortment policy of a pharmaceutical organization;
3. to carry out the acceptance of medical and pharmaceutical goods, conduct a commodity examination of their consumer properties in accordance with the NTD;
4. apply various test methods to assess the quality of consumer properties of medical and pharmaceutical products;

Write a definition for the following categories of concepts:

1. Medicinal products - substances or combinations thereof that come into contact with the human or animal body, penetrate the organs, tissues of the human or animal body, used for prevention, diagnosis (with the exception of substances or combinations thereof that do not come into contact with the human or animal body), treatment of a disease, rehabilitation, for the preservation, prevention or termination of pregnancy and obtained from blood, blood plasma, organs, tissues of the human or animal body, plants, minerals by synthesis methods or using biological technologies. Medicinal products include pharmaceutical substances and drugs.

2. Medicines - medicines in the form of dosage forms used for the prevention, diagnosis, treatment of a disease, rehabilitation, for the preservation, prevention or termination of pregnancy (Federal Law "On Medicines". Art. 4.)
3. Medical devices - products intended for use in medical practice, including devices, dressings and sutures, products made of polymer, rubber and other materials that are used for medical purposes individually or in combination with each other and which are intended: for prevention, diagnostics, treatment of diseases, rehabilitation, medical procedures, medical research, replacement or modification of parts of tissues, organs and the human body, restoration or compensation of impaired or lost physiological functions, control over conception; effects on the human body in such a way that their functional purpose is not realized through chemical, pharmacological, immunological or metabolic interactions with the human body.
4. Products of medical technology - devices, devices, instruments, devices, complexes, systems with program control, equipment intended for use with a person for the purpose of: research, diagnosis, observation, treatment, prevention, alleviation of a disease, compensation for injury or disability and maintaining physiological functions.
5. Medical devices - medical devices and medical equipment - any instruments, devices, devices, devices, materials or other products used individually or in combination with each other, including the software necessary for their intended use, which are intended by the manufacturer for use to a person for the purpose of: diagnosis, prevention, monitoring, treatment or alleviation of a disease; diagnosing, monitoring, treating, alleviating or compensating for an injury or disability; research, replacement or modification of anatomy or maintenance of physiological functions; conception management; provided that their principal effect is not based on the pharmacological, immunological or metabolic effect of the application, but which may contribute to the introduction into the body or delivery to the surface of the human body of agents that cause the above effects.
6. Medical devices - products of medical equipment designed to receive, accumulate and / or analyze, as well as display measuring information about the state of the human body for diagnostic or preventive purposes.
7. Medical equipment - products of medical equipment designed to provide the necessary conditions for the patient and medical personnel during diagnostic, therapeutic and preventive measures, as well as when caring for patients.
8. Medical complexes - a set of products of medical equipment, each of which performs a certain particular function in the system of a complex diagnostic, therapeutic or preventive measure.

Evaluation tests

1. The subject of study in commodity science are:

- A. goods, use values of goods, use properties of goods
- B. goods and their quality
- C. goods and their functional purpose and properties
- D. goods, quality, use values of goods, use properties of goods
- E. the quality of goods.

2. Commodity science - as a scientific discipline - studies the following fundamental characteristics of goods:

- A. qualitative, quantitative
- B. qualitative, quantitative, assortment, cost
- C. marketing
- D. standard
- E. price

3. Objects of commodity research activities in pharmacy:

- A. goods and consumer characteristics of goods
- B. quality characteristics of the goods
- C. commodity experts
- D. consumers of goods
- E. trade organizations.

4. Commodity characteristics of medical and pharmaceutical products include:

- A. consumer properties in accordance with the purpose
- B. Compliance scores
- C. Classification and commercial varieties
- D. packaging and labeling, storage and transportation requirements
- E. everything is right

5. The complex of consumer properties in the commodity analysis of a product, as a rule, characterizes it:

- A. cost
- B. need
- C. quality
- D. appointment
- E. demand.

6. Pharmaceutical products are all of the following except:

- A. pharmacy services for the delivery of goods to the consumer
- B. drugs
- B. parapharmaceutical products
- G. medical devices
- D. mineral waters.