



**Federal State Budgetary Educational Institution of Higher Education
"Volgograd State Medical University" of the Ministry of Health of the
Russian Federation**

**Department of Management and Economics of Pharmacy, Medical
and Pharmaceutical Merchandising**

**Structure and segmentation of the
pharmaceutical market. **Pharmaceutical
environment.****

**SWOT analysis. State regulation and social
policy in the field of healthcare**

Lecture 2.

Discipline: pharmaceutical marketing.

4th year, 7th semester

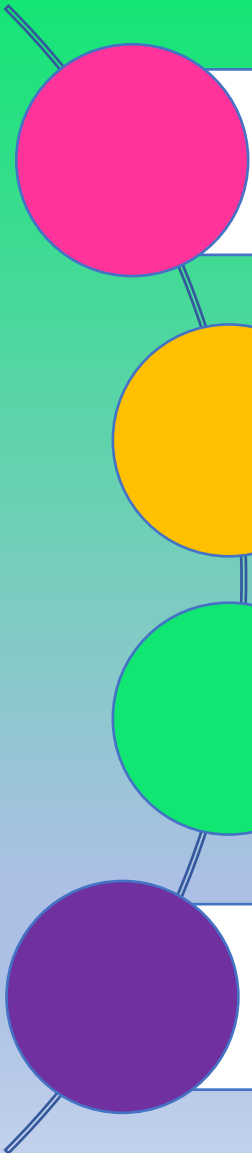
LECTURE PLAN

- 1. Pharmaceutical market. Features and functions of the pharmaceutical market.**
- 2. Main trends in the development of the international pharmaceutical market.**
- 3. Structure, subjects and objects of the pharmaceutical market of the Russian Federation.**
- 4. About new functions of the pharmaceutical market.**
- 5. Review of the pharmaceutical market of the Russian Federation. The main provisions of the “Strategy for the Development of the Pharmaceutical Industry until 2030” (“Pharma-2030”).**
- 6. Marketing environment of the enterprise (organization). Methods for analyzing the marketing environment. Analysis of the external environment.**
- 7. SWOT analysis.**
- 8. State regulation and social policy in the field of healthcare.**

The pharmaceutical market
is part of the market for
consumer goods and
services, where medicines,
medical products, and
services are marketed as
goods.

The drug market in the
economy of any state
plays its own special
socially significant role.

Main functions of the pharmaceutical market:



economic provision of material incentives for work in the field of pharmaceutical production;

bringing goods to final consumers - patients;

achieving structural and assortment correspondence between supply and demand;

stimulating the development of scientific and technological progress in the pharmaceutical industry (through competition).

MAIN TRENDS IN THE DEVELOPMENT OF THE GLOBAL PHARMACEUTICAL MARKET

- ❖ The state, insurance companies and patients **are putting forward increasingly stringent requirements for what and how doctors should prescribe.**
- ❖ **When changing protocols** that adjust the prescription of drug therapy for a particular disease, **individual treatment is necessary.**
- ❖ This has made **the target audience of pharmaceutical companies more consolidated and influential** , which, in turn, **cannot but influence the companies' sales and their marketing shift.**
- ❖ In these conditions, in order to **make a profit, it is proposed to offer even greater progress** - to establish interaction with payers and providers, additional benefits for patients.

MAIN TRENDS IN THE DEVELOPMENT OF THE GLOBAL PHARMACEUTICAL MARKET

We can identify the main socio-economic reasons that influence the development of the pharmaceutical industry as a whole:




The prevalence of chronic diseases such as diabetes is increasing.



Many countries are raising the retirement age, causing the development of chronic diseases to threaten economic activity, further increasing pressure on health care .



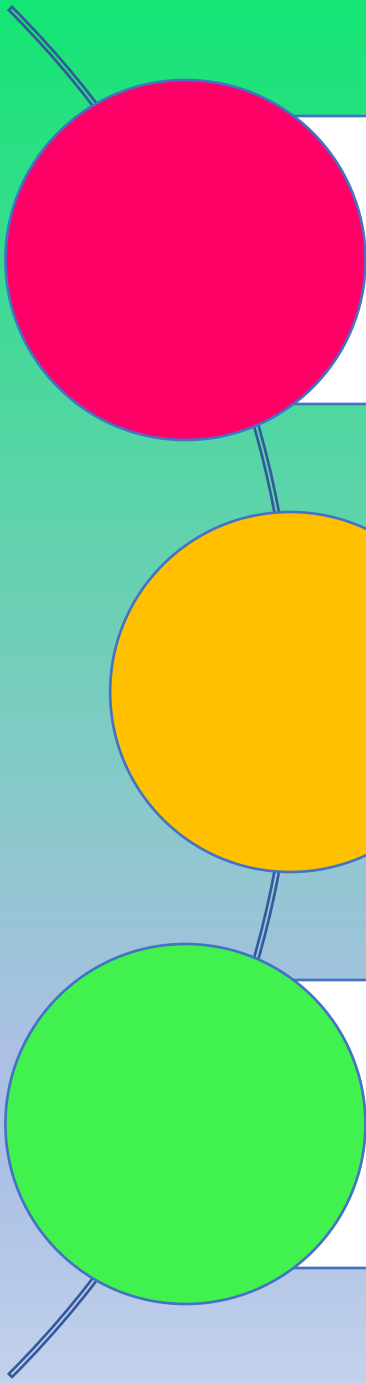
Accordingly, age determines the social and economic significance of treating these diseases.



However, pharmaceutical companies will reduce prices for drugs used to treat chronic diseases; income growth will be ensured by increasing real sales volume.



**FORECASTS FOR THE
DEVELOPMENT OF THE
WORLD PHARMACEUTICAL
MARKET**



Specialists from the analytical company IQVIA Institute for Human Data Science predict a slowdown in the growth rate of the global pharmaceutical market in the next 5 years.

In this case, the author of the script explains how and what is happening in pharmaceutical markets .

Which factors are ahead of the drivers, and which, on the contrary, will contribute to an increase in spending on medicines in the context of technological or other markets?

The key drivers of growth in the global pharmaceutical market remain



- USA,



- a group of fast-growing pharmaceutical markets (pharmering markets).

During 2019-2023 Periodic factors in terms of pricing for new drugs will include the following factors:

- price competition between innovative brands;

- conducting independent price analysis in such a way as, for example, the Institute of Clinical and Economic Expertise (Institute For Clinical And Economic Review - ICER);

- low probability that in the next 5 years there will be a breakthrough in innovation of the same level as the recent launch of drugs for CAR-T-cell immunotherapy, checkpoint inhibitors, etc.

The lowest growth rate among changes in the pharmaceutical markets of Japan.

This is due to the fact that drug costs are carefully controlled by the Ministry of Health and Safety at Work (Ministry of Health and Safety at Work). from Work Health And Welfare).

Prices are reviewed every 2 years.

Large savings through the use of generics , as a guide, allows you to redistribute the costs of using drugs to treat chronic or secondary diseases that are expensive (specialty medicines), without the quality of medical care in the budget.

According to forecasts, the share of this group of drugs in global drug consumption in Japan for 2019–2023. may increase from 30 to 41%.

Shift in spending by specialty drugs , as well as the aging population, for example, are putting forward huge factors boosting the growth of the Japanese pharmaceutical market .

Despite the decline in the overall population, high per capita drug consumption among older patients mitigates against strong, growing generic competition .

**PHARMACEUTICAL MARKET
RUSSIAN
FEDERATION**

The structure of the pharmaceutical market is a **system of** collaborating and interacting **subjects and objects** for the production, distribution and consumption of medicines, as well as **factors** influencing them.

Features of the structure of the pharmaceutical market of the Russian Federation

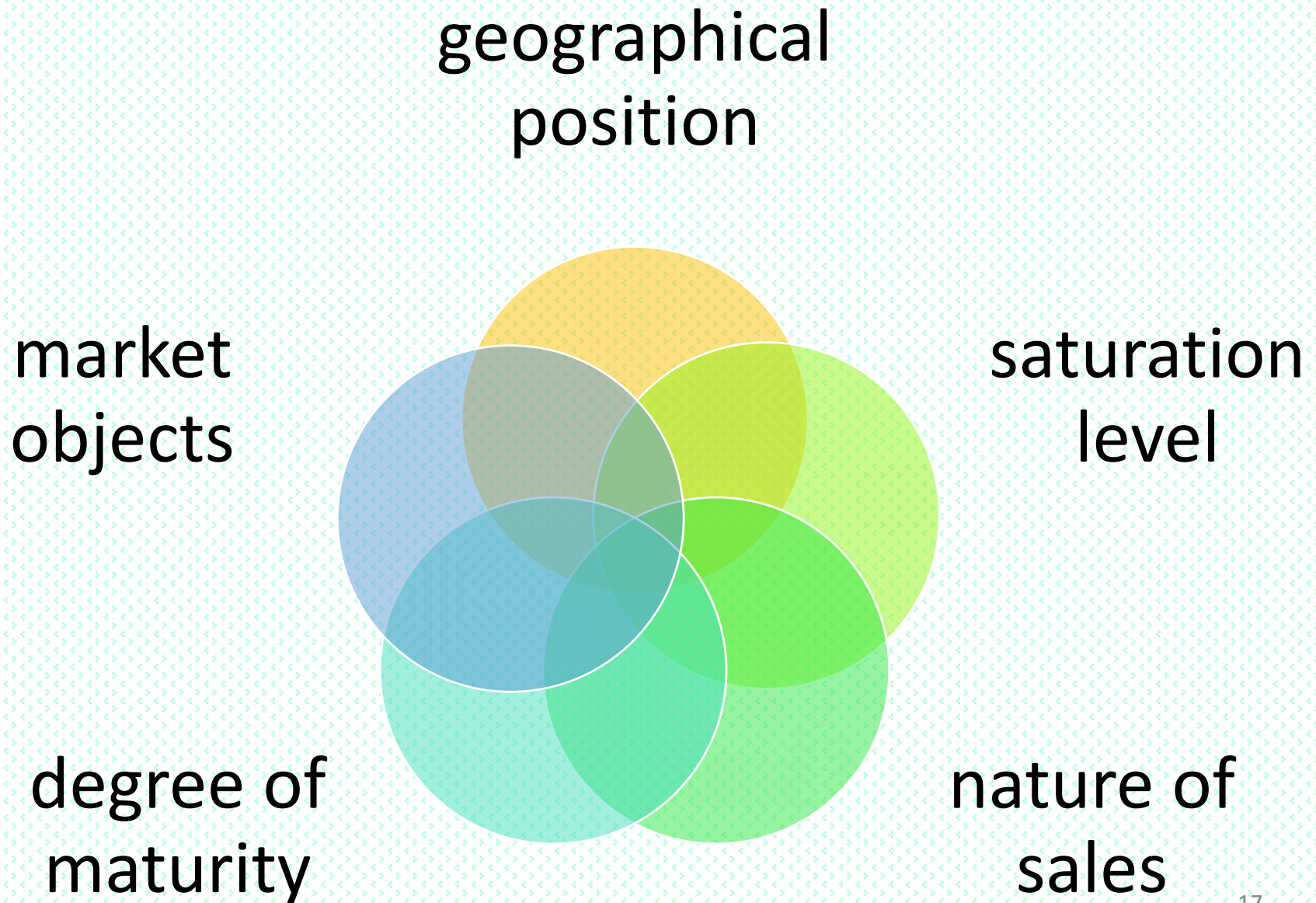
**Market volume
growth
dynamics**

**Product
structure**

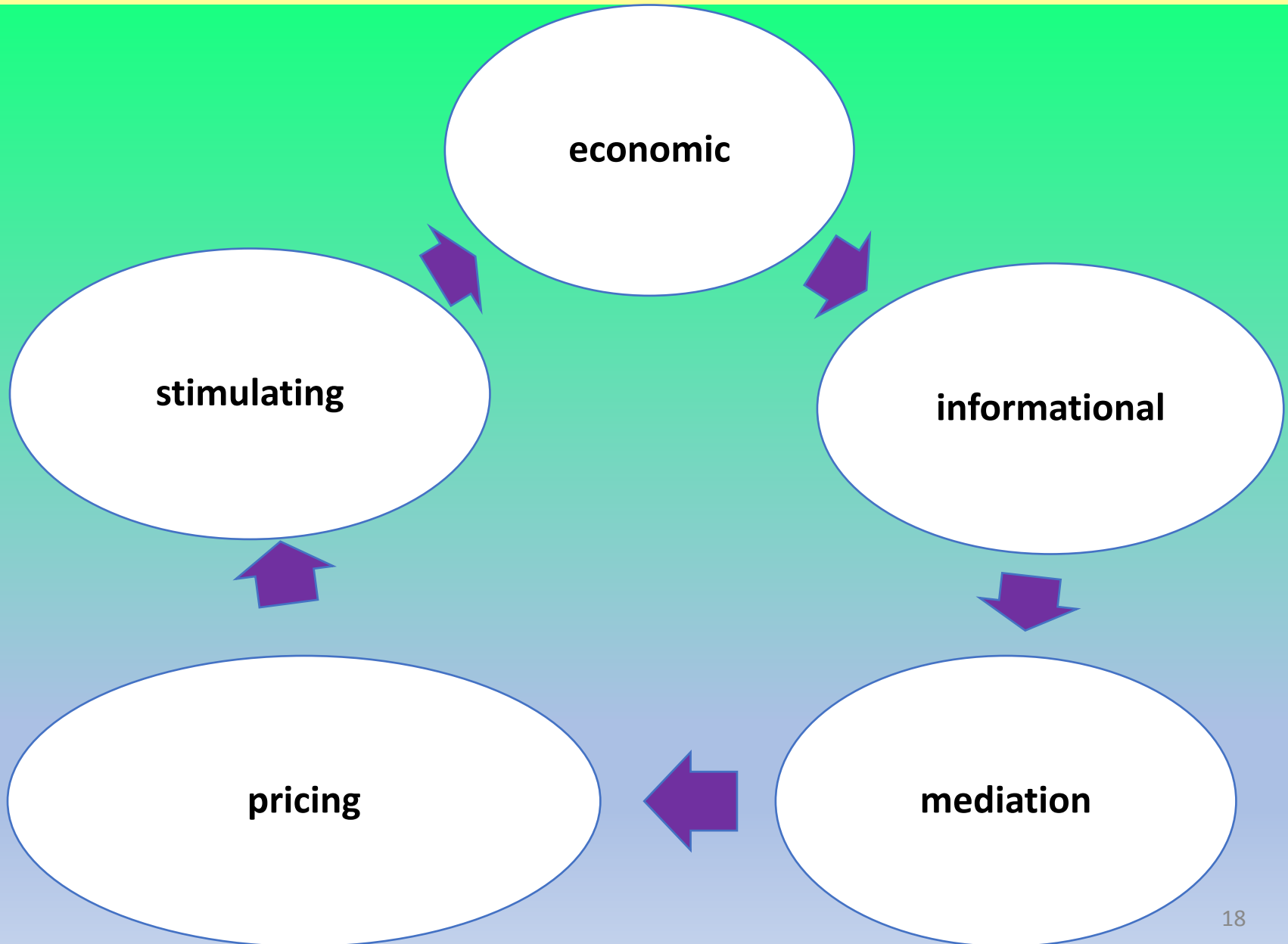
**Regional
differentiation
of the Russian
pharmaceutical
market**

**Import-
dependence
and import -
distribution**

Signs of market classification



About new functions of the pharmaceutical market



All elements of the labor market are classified into groups:



elements of the
foreign market



elements of the
internal market



Elements of the external pharmaceutical market include:

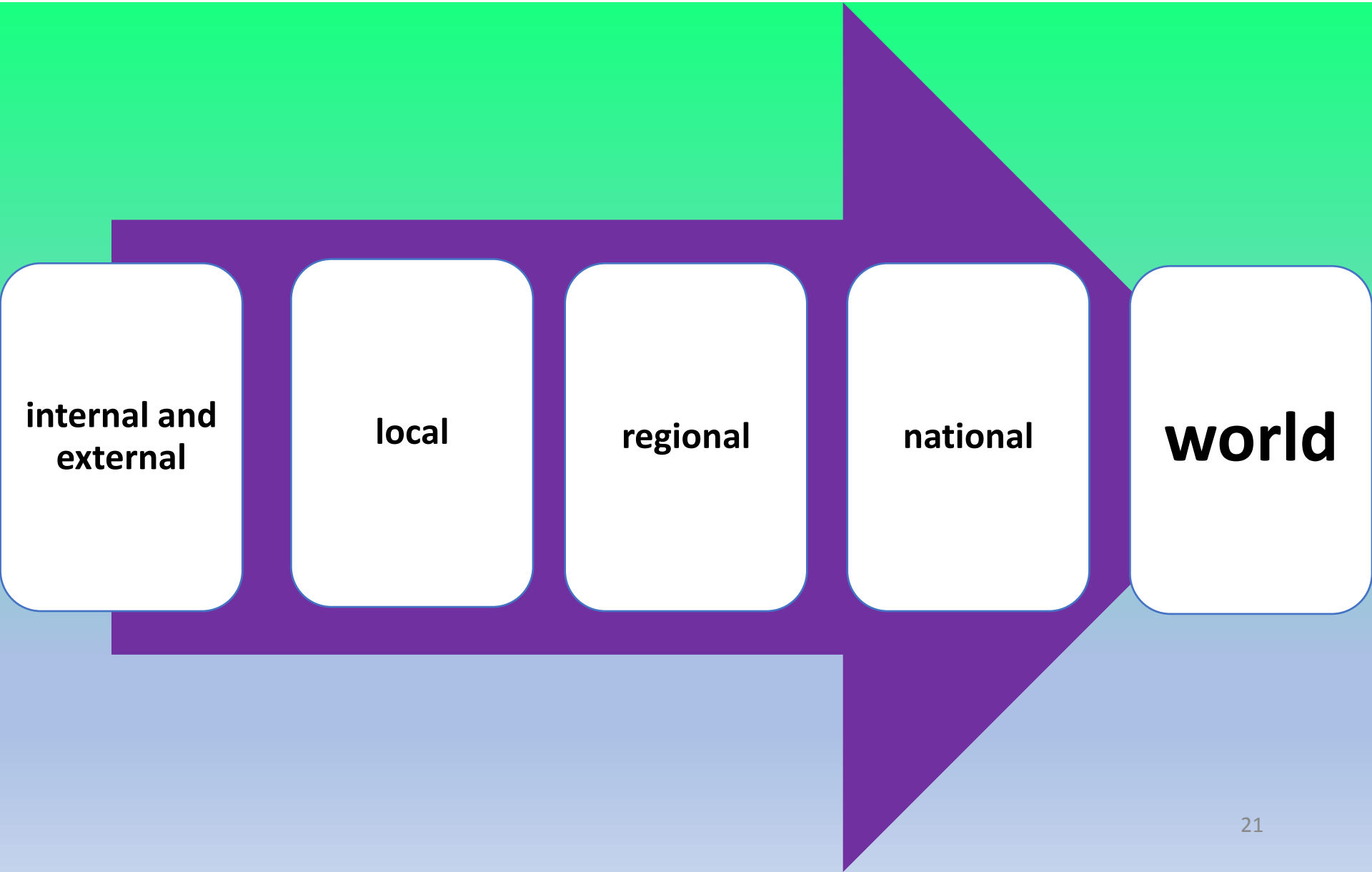
**Medicines from
foreign
manufacturers**

**foreign trade
companies**

**enterprise
with 100%
foreign
investment**

**international
trading
system**

By geographic location, there is an increase in:



**internal and
external**

local

regional

national

world

According to the degree of maturity, opinions differ:

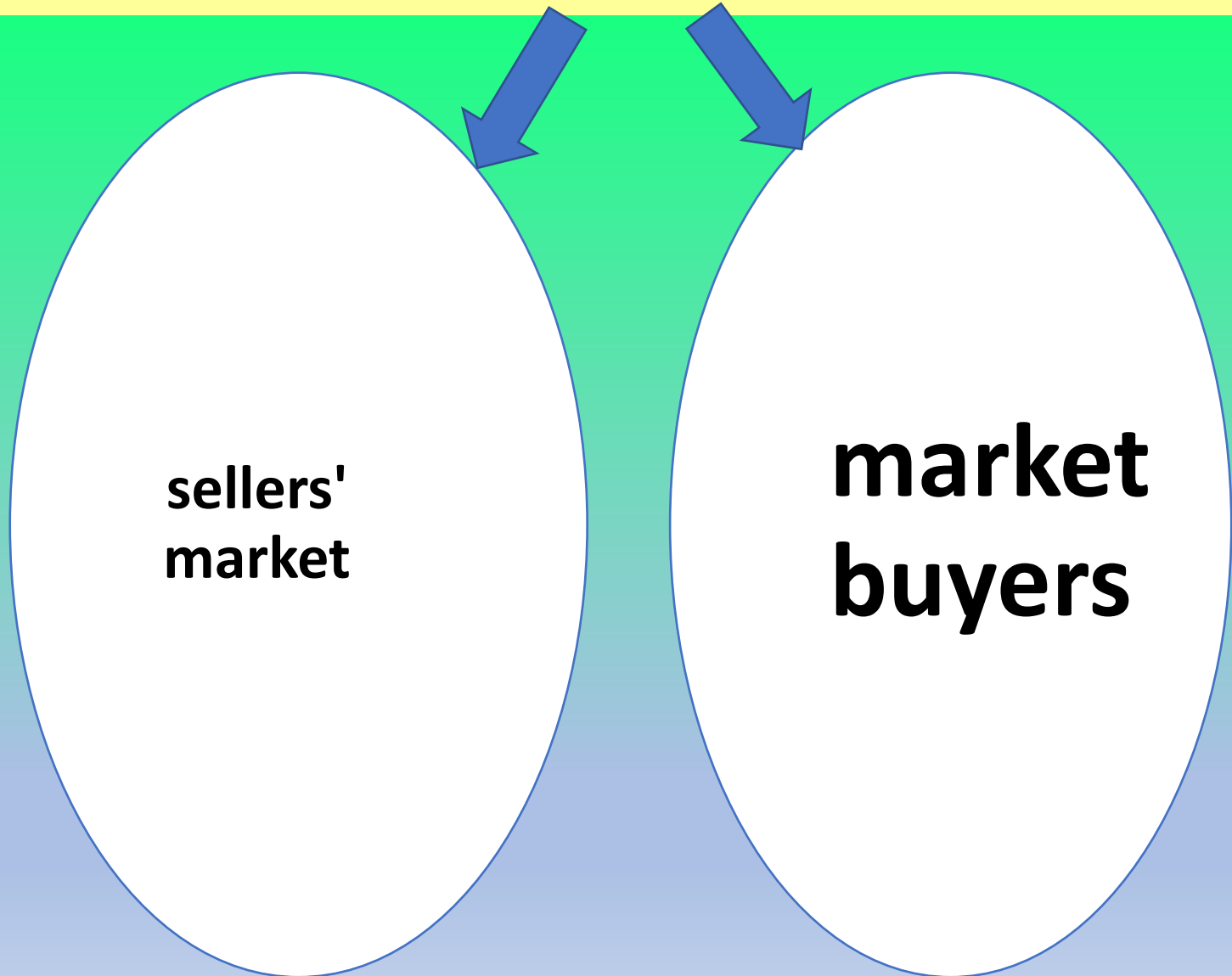


undeveloped

emerging

developed

By subjects of the pharmaceutical market there are:



On new characteristics of the “sales market”

**1.
shortage
of drugs**

**2. The most
“active” in
the market
are buyers.**

**3. The
power
belongs to
the sellers**

A sellers' market means confidence in the activities of pharmacies in the local market segment.

The buyer's market is the confidence of consumer behavior when choosing a pharmacy.

On the new characteristics of the “buyer’s market”


**1. sources
of
medicines**

**2. More
options for
buyers**

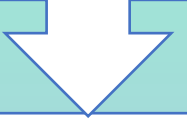
**3. The most
“active” in
the market
are sellers.**



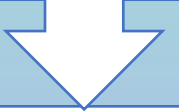
Subjects of the pharmaceutical market are market participants who have an active influence on its objects and consist of the following **subsystems**:



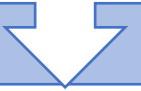
- **Management and regulation** - supervision of the pharmaceutical territory, control of the quality, effectiveness and safety of medicines is currently provided at the national, state and regional levels.



- **Production and distribution** - represented by domestic manufacturers of pharmaceutical products, foreign companies, wholesale and retail organizations.



- **Pharmaceutical information** - dedicated specialized information and analytical publications, agencies, consulting companies, etc.



- **Personnel training** - training of specialists in the field of “Pharmacy” (pharmacists, pharmacists), specialists in the production of medicines, managers and marketers focused on the pharmaceutical industry is provided.

Pharmaceutical market objects:



- pharmaceutical goods and services;

- parapharmaceutical products;

- pharmaceutical information;

- consumer tastes;

- solvent need;

- product quality;

- technologies.

Subjects and objects of the pharmaceutical market actively **compete with each other** and have **quality and quality characteristics**.

The subject is characterized by such **parameters as quantity, organizational and legal form and form of ownership, degree of ownership** , etc.


Structure and objects of the pharmaceutical market of the Russian Federation




The Russian pharmaceutical market consists of two main segments:



Commercial and government.



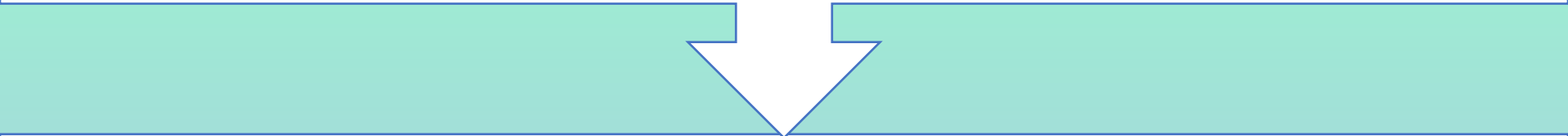
The commercial segment of the pharmaceutical market includes pharmacy sales of finished drugs and parapharmaceuticals, excluding sales under the Additional Drug Supply Program.



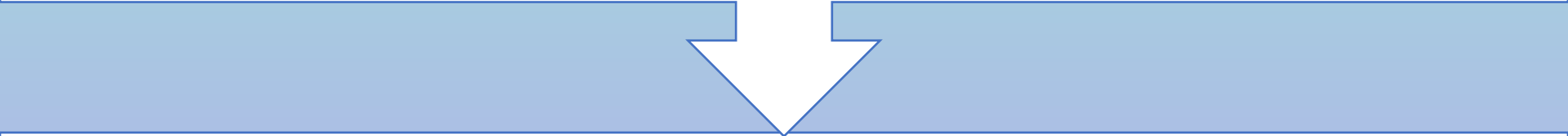
The state segment of the pharmaceutical market includes pharmacy sales of finished medicines, as well as supplies through medical institutions.

Organizational structure of the Russian pharmaceutical market

The organizational structure of the pharmaceutical market in Russia has a special difference from other product markets for the reason that the **drug supply system** of a historical and logical nature has always been **organizationally structurally and closely related to this healthcare system.**



I also attach the organizational structure of the pharmaceutical market in Russia **to the important role of the state and compulsory health insurance in the provision of medicines to the population .**



A specific feature of the domestic pharmaceutical market is **the purchase of medicines for preferential provision of low categories of citizens.**



In modern conditions, drug provision for small categories of citizens is divided into two areas:

1) ensuring regional procurement for regional medical supplies.

2) centralized procurement of medicines for the treatment of high-cost patients nosologies: hemophilia; cystic fibrosis; pituitary dwarfism; Gaucher disease; myeloid leukemia ; multiple sclerosis; after organ and (or) tissue transplantation, etc.

The volume of government procurement is the basis that influences the dynamics of the volume of the pharmaceutical market in Russia.

**PHARMACEUTICAL MARKET
DEVELOPMENT STRATEGY
RUSSIAN
FEDERATION
UNTIL 2030**

Development strategy for the pharmaceutical industry until 2030



The Ministry of Industry and Trade has developed the “Strategy for the Development of the Pharmaceutical Industry until 2030” (“Pharma-2030”).

The tasks outlined in this document are more ambitious. Among them:

- degree of government policy to support innovation,

- development of local competencies in the field of chemical and biological synthesis of active substances and pharmaceutical substances.

**Pharmaceutical
environment.
SWOT analysis.**

The systems approach
implies a **certain
integrity, which consists
of separate double
elements, with each of
them making its own
contribution to the
target characteristic.**

Company's marketing environment

Marketing of external phenomena in a tough multifactor environment. The implementation of marketing strategies and tactics may encounter unexpected market reactions that are inconsistent with macroeconomic trends. The more information in the environment a company's marketing service uses, the more successfully it will be able to influence it.

The marketing environment is the active actors and factors that influence marketing opportunities and decisions.

Company's marketing environment

From the point of view of the possibilities of marketing influence on the surrounding attractions:

macro environment, independent from the marketing company (with the exception of a limited number of transnational companies).

microenvironment operating at the company level;

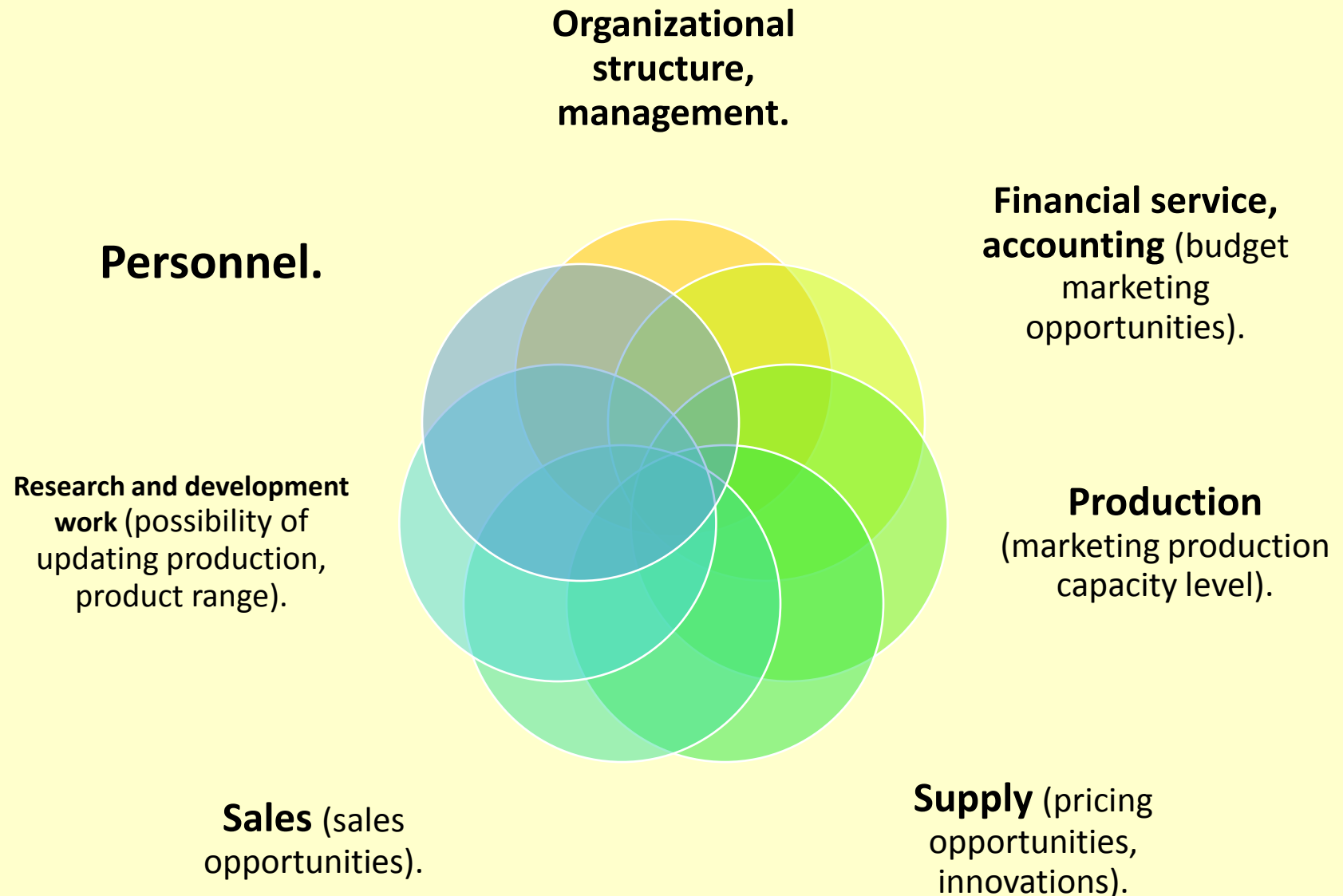


The marketing environment consists of microenvironments and macroenvironments:

The microenvironment provides support and is directly related to the company itself and its capabilities in relation to clients, i.e. e. suppliers, marketing intermediaries, customers, competitors and contact audiences.

The macroenvironment provides the development of a broader plan of action that influences the microenvironment, for example, as demographic, economic, natural, technical, political and cultural factors.

The internal microenvironment is absolutely controlled by the marketing service:

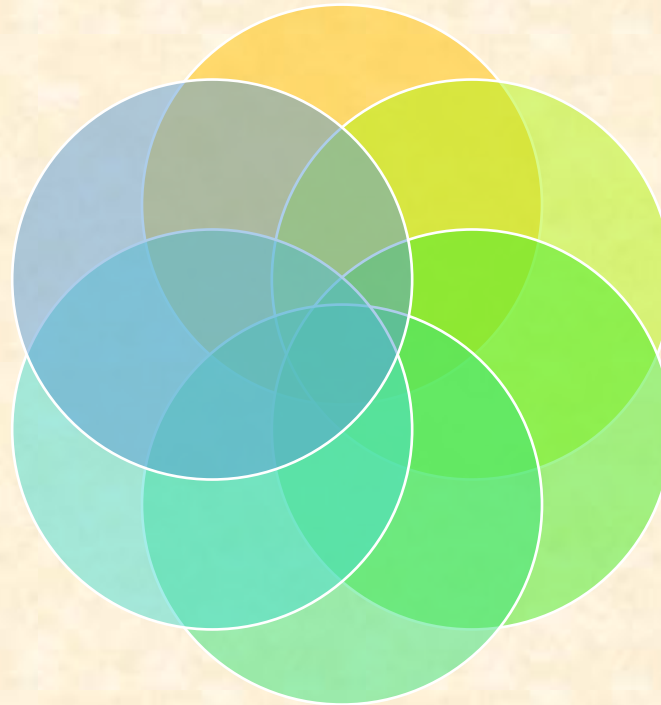


External marketing microenvironment

**External marketing
microenvironment –
regulated marketing
company:**

Contact resources are a group of people who show real or potential interest in the company and on whom the achievement of the company's goals, image, demand, etc. depends.

Consumers (purchasing power, brand loyalty, etc.).



Suppliers (prices of materials, delivery modes, etc.).

Competitors (brand strength and marketing competitive policy, etc.).

Intermediaries
(conditions of transportation, transportation, advertising, etc.).

Organization External environment

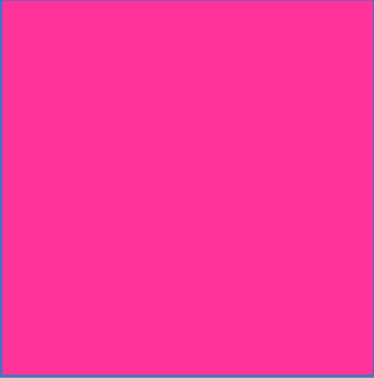
Organization of the external environment - all conditions and factors that arise in the environment, regardless of the activities of a particular organization, but have or may have an impact on its functioning.

Divided into environment:

consequences of its impact

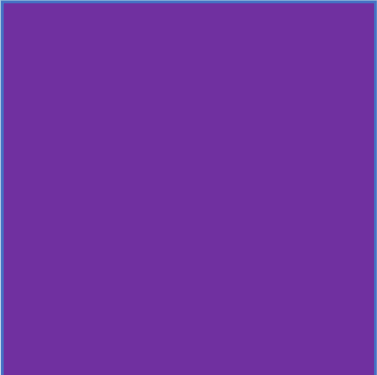
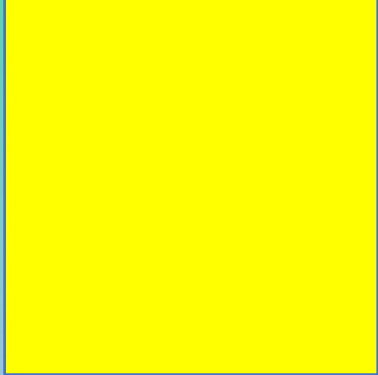
direct impacts.

Organization External environment



External environment of external influences - includes political factors, i.e. e. changes in basic legislation, factors, level of technology, etc.

The external environment of direct influences is competitors, suppliers, consumers, etc., i.e. those objects on whose actions the profitability of a pharmacy organization directly depends.



The external and internal environment of the organization is schematically depicted by the diagram

Macro environment of marketing

Macro environment of marketing – regardless of the marketing company

Demographic factors (natural population growth/decrease, gender and age structure of the population, migration, etc.).

Economic factors (purchasing power of the population, interest rate on loans, unemployment rate, etc.).

Natural-climatic, geographical and environmental factors (for example, non-renewable natural resources, rising prices for resources and energy causes a reorientation of production).

Scientific and technical factors (new level of technology, speed of innovation affect the rate of depreciation and production efficiency, and the price of products).

Political factors (legislation on regulation of business activities in various industries and control over its implementation, etc.).

The guidelines of producers and sellers are influenced by **cultural factors (the degree of values for society, such as honest work, marriage, family, trust in the state, etc.)**.

Environmental Analysis

This analysis should take into account various characteristics of health systems:



General health budget



Price control system



Permissive and restrictive measures



Encouraging generic competition



Insurance system



Application for carrying medicines

Environmental Analysis *(continued)*

Pharmaceutical protocol system

New participants in pharmaceutical sector organizations (*health care management organizations, pharmacy services management organizations, private insurance systems*)

Socio-cultural level of consumers

Political situation

Centralized social actions of the manager, etc.

Methods for analyzing the external environment

PEST analysis or STEP analysis

This method is intended to identify the following environmental factors that, to a greater or lesser extent, affect the activities and efficiency of any commercial organization, including a pharmacy:

political (Political),

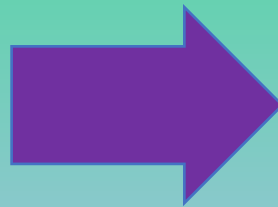
economic (Economic),

social (Social)

technological (Technological).

Methods for analyzing the external environment (PEST analysis or STEP analysis)

The political situation is currently being considered quite actively, because the direction of social and economic programs with the establishment of mandatory priorities depends on financial decisions.



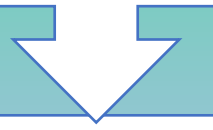
This factor in the report on the state of the external environment is visible in the functioning of large companies, at the same time in this pharmacy organization they fully feel the influence of this factor (in the case of a list of vital and strict medical conditions) . drugs).

Methods for analyzing the external environment (PEST analysis or STEP analysis)

The main reason for studying **the economic situation** is the picture of the creation **of financial distribution at the state level.**



Equally important consumer strategies using **the active component** of PEST analysis.



The final manifestation is **the technology component** . The purpose of his research is considered to be the emergence of trends in technological development, which are often the causes of changes and losses in the market, and also demonstrate new products and technologies for their implementation.

Methods for analyzing the external environment (PEST analysis or STEP analysis)

Analyze the advantage using the factor-pharmacy scheme.

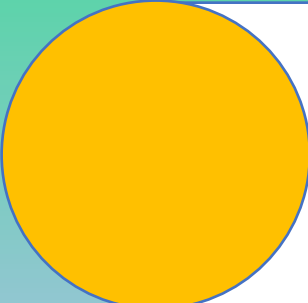


The results of the analysis are presented in the form of “matrices”, the phenomena of which are factors of the macroenvironment, predicable forces of their production, measured in points, ranks and other units of measurement.

Methods for analyzing the external environment (PEST analysis or STEP analysis)



A version of PEST analysis is **PESTLE analysis**, it is extended by two factors (**legal and environmental**).



Some applications and other forms, such as **SLEPT analysis (plus Legal factor)**



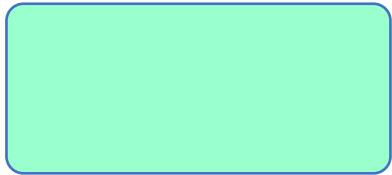
STEEPLE analysis, which includes : socio-demographic, technological, economic, environmental factors (natural), political, legal and ethnic factors .

Methods for analyzing the external environment (PEST analysis or STEP analysis).

Examples of financial factors



Changes in the legislation of the Russian Federation: adoption of new editions or additions/amendments to laws and regulations governing the use of medicines, protection of consumer rights.



State regulation in the industry

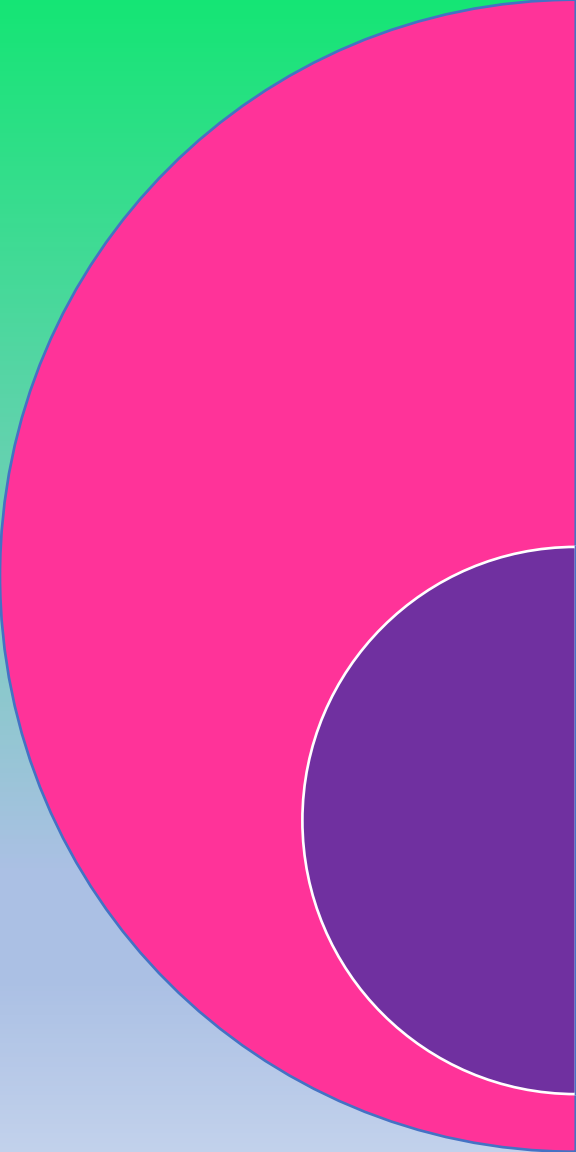


State regulation of competition



Changes in regional legislation

A analysis of the powers of Porter's five



The second most common **method of environmental analysis** in modern entrepreneurship is **Porter's five forces analysis**.

The consolidation of pharmacy chains, as a result of which the pharmacy itself can appear in rental stores, makes it possible to use this kind of analysis, although it was initially created for other business models.

And analysis of the forces of Porter's five (Porter five strength analysis)

Porter's Five Forces include:

the risk of the spread of substitute products (in relation to pharmacy - new types of pharmacies, for example, the sale of drugs and parapharmaceuticals via the Internet);

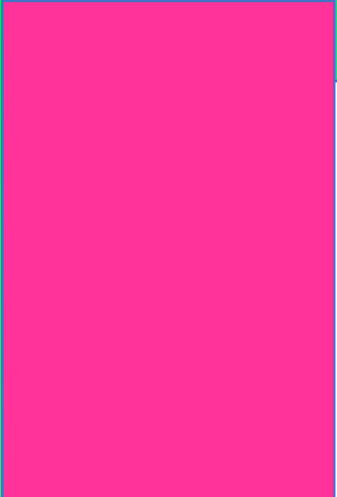
analysis of the threat of showing new players;

supplier market analysis;

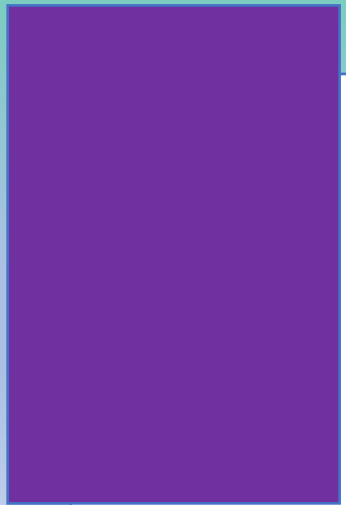
consumer market analysis;

analysis of the level of competition.

And analysis of the forces of Porter's five (Porter five strength analysis)



As a result of the analysis, it turns out that the investment activity of business in a given industry, in this fifth quarter, means the profitability of the industry.



A “no-go” rate is one that combines strong economic returns. The most “unattractive” industry is one that exhibits perfect competition.

And analysis of the forces of Porter's five (Porter five strength analysis)




**Porter's
Five Forces
Analysis
includes:**

**three forces of
“horizontal”
competition: the threat
of showing substitute
products (online
pharmacies), the threat
of showing new players,
the level of competition
;**

**two forces of
“vertical”
competition: the
bargaining
power of
suppliers and the
bargaining
power of
consumers.** ⁵⁷



And analysis of the forces of Porter's five (Porter five strength analysis)



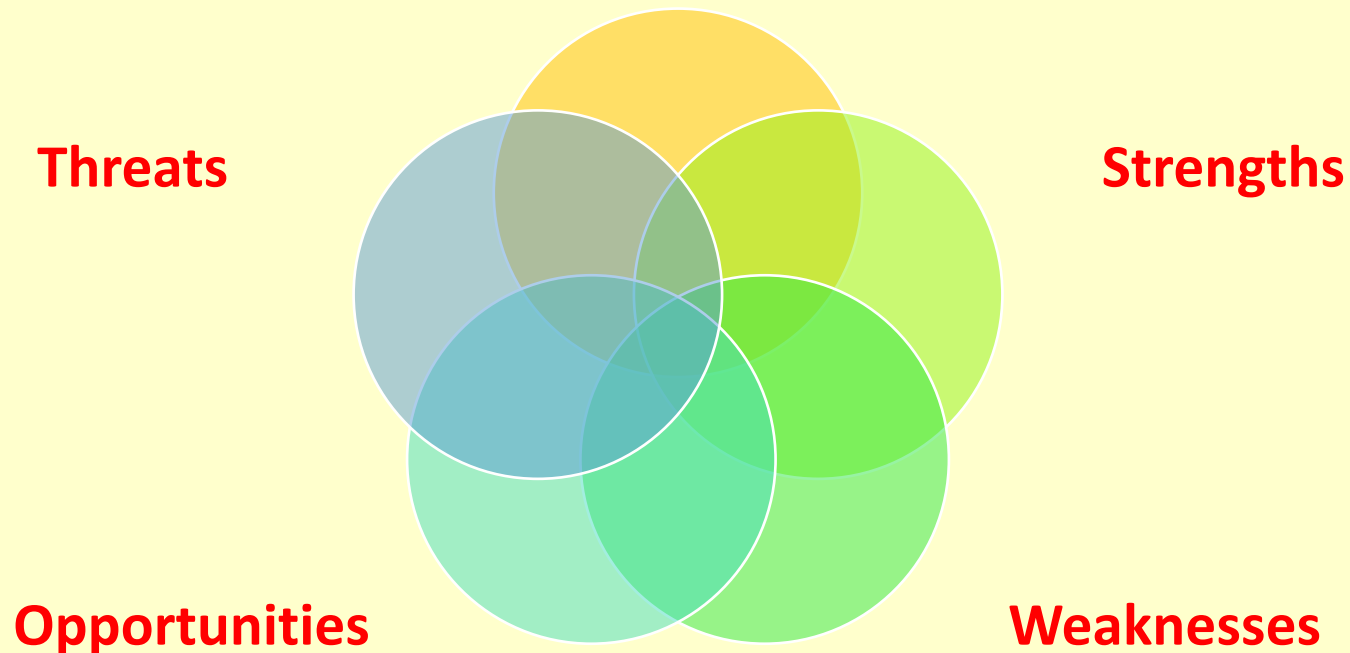
This analysis uses a qualitative assessment of a company's strategic position in the industry and the area of greatest interest in planning to open or expand the company in a competitor's territory.

However, for most, this technique is just a starting point in choosing new tools or techniques that they can use.

Like all the techniques discussed, analysis that does not take into account exceptions and parts works as a reductionist analysis.

SWOT analysis is a method of economic planning that allows you to assess internal and external factors and consequences that affect the organization.

According to this model, everyone is promoted into four categories:



SWOT analysis is a method of economic planning that allows you to assess internal and external factors and consequences that affect the organization.

The SWOT analysis methodology assumes:

secondly, establishing connections between them.

first, the emergence of internal strengths and weaknesses of third-party firms, as well as external opportunities and threats;


Components of SWOT analysis

SWOT analysis involves analyzing the situation within the organization and external analysis.

The first part refers to the analysis and assessment of the pharmacy's own capabilities.

Components of SWOT analysis

Analysis of the internal capabilities of a pharmacy organization makes it **possible to determine its strengths and weaknesses in business and assess their relationship with environmental factors.**



The strength of the organization represents **the strengths and advantages that are popular pharmacies among competitors.**



Weaknesses are shortcomings of pharmacies, accidental corrections so that competitors cannot use them as their advantages.

Analysis of the internal environment of the organization

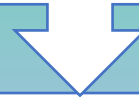
As with the analysis of the external environment, the internal situation can be conditionally observed qualitatively and quantitatively.



The main analyzed object analysis and consequences are usually attributed to:



staff,



goods for the formation of product or assortment policy

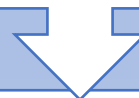


image of the organization.

Analysis of the internal environment of the organization

The internal environment permeates and provides **the organizational culture** with the structure that has developed in a given organization.



Organizational culture can ensure that the organization remains independent and survives sustainably in a competitive regional structure.

In the conditions of increasing competition, no pharmacy organization, no matter what investment opportunities are behind it, can exist without the formation of a competent assortment and product policy; a well-formed image of pharmacies helps not only the progressive consumer staff, but also consolidate a loyal attitude towards the pharmacy organization. .

External analysis

External environment:

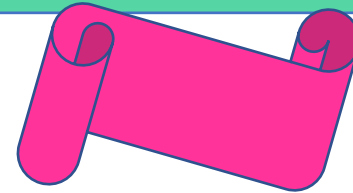
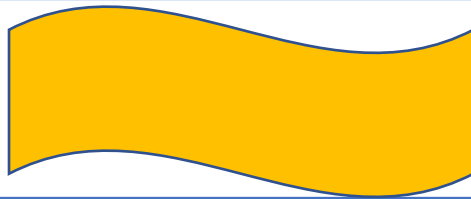


microenvironments, educational development, directly relate to the organization itself and its capabilities in relation to consumers (that is, suppliers, distributors, competitors, consumers themselves);




macroenvironment formed by development uncontrollable by the organization, that is, demographic, economic, legal, cultural, elevated and scientific and technical environmental factors .

External analysis

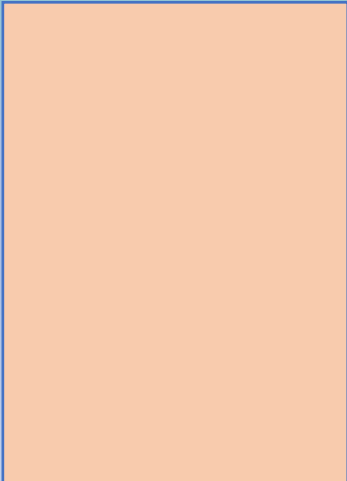
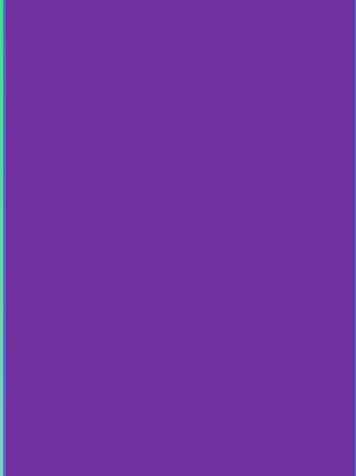


The main task of external analysis is to identify and understand the opportunities and threats that may exist in the present or arise for the pharmacy organization in the future.



In a typical calculation, SWOT analysis helps answer the following *questions* :

Does the company use strengths or differentiating advantages in its strategy? If a company does not have a differentiating advantage, which of its strengths could become one?




Are the company's weaknesses its competitive vulnerabilities and/or do they not provide the opportunity to exploit the regime in favorable conditions? What weaknesses require adjustment based on strategic considerations?


Classic SWOT analysis involves identifying the strengths and weaknesses of firms, creating perceived threats and opportunities, and scoring them relative to industry averages or in relation to strategy data that are important competitors.

The final presentation of information when conducting a SWOT analysis is the compilation of tables of the strengths of the company's activities (S), its weaknesses (W), favorable opportunities (O) and external threats (T)
- *SWOT analysis matrices*

On the left we were able to find two sections - strengths and weaknesses identified based on the results of the compilation.



At the top of the matrix there are two sections – opportunities and threats.



When crossing the sections of economic development, there are four fields that should take into account all possible paired variables and highlight those that should be taken into account when developing the company's marketing strategy.

SWOT analysis matrix for a pharmacy organization

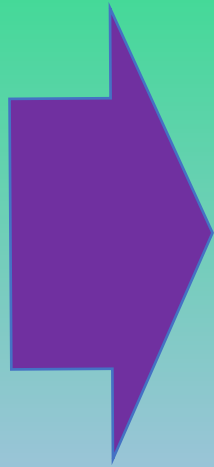
The strength of a pharmacy organization is what it has succeeded in, or has provided in some way, providing additional opportunities.



For example, the availability of modern experience, commercial equipment, qualified personnel, a wide range of medicines and medical products, a flexible pricing policy, the ability to quickly order and receive goods, long-term contacts with distributors and manufacturers **of medicines, etc.** P.

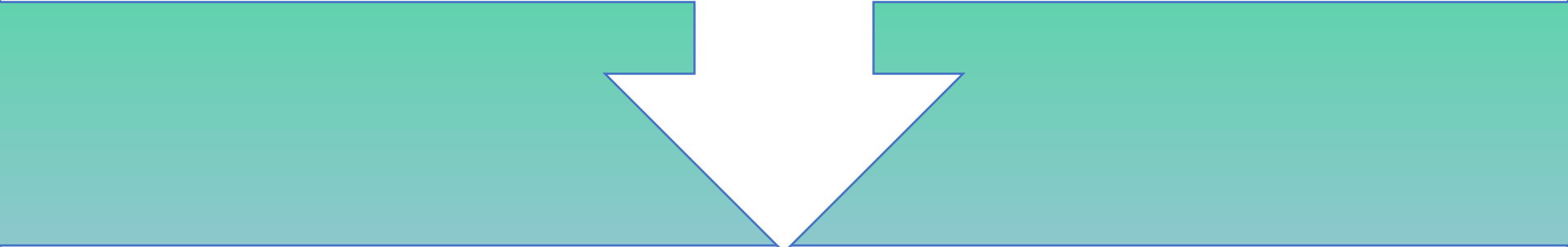
SWOT analysis matrix for a pharmacy organization

The weaknesses of a pharmacy are the absence of something important for the protected organization or something in which the pharmacy is currently inferior to competitors.



Examples: a narrow range of medicines and medical products, a low level of service, insufficient qualifications of personnel, an ineffective inventory management system, an underdeveloped system for collecting marketing information, a costly pricing principle, etc.

Most of the resources for conducting a SWOT analysis of information are already available to carry reports from accounting departments, departments, results of surveys of managers, etc. It is best to have several key pharmacy employees collect and analyze this information, since in one minute it is easy to release any part.



As for **information about the provision of such a factor of the organization's external environment as a market industry, it is usually obtained using specialized sources.** This was dictated primarily by economic authorities i.e. j. If you allow yourself to contain financial and consulting analysts, you can afford not your organization, and often messages of this nature are far from easier to buy.

Analysis algorithm

1). Determining the strengths and weaknesses of a pharmacy organization

for each parameter it is determined that an independent organization is weak;


a list of meeting parameters by which the enterprise will be assessed;

from the entire list, select the strongest and weakest points and enter them into the SWOT analysis matrix.


To evaluate a pharmacy, you can use the following list of parameters:



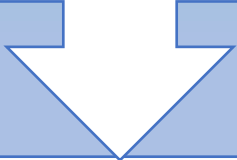
A). Organization (can assess the level of qualifications of employees, their interest in development, the level of management, etc. of the organization).



B). Finance (the financial stability of the organization, profitability, etc. are assessed).



IN). Innovation (attention is drawn to the number of promising new products in the assortment of pharmacies, the introduction of modern forms of trade (open access), the efficiency of new departments (homeopathic, herbal medicine, aromatherapy, department of medical equipment, orthopedics, etc.), the frequency of purchases of funds invested in opening new departments, etc.).



G). Marketing activities (taking into account the full range, price level, effectiveness of advertising events, reputation of the organization, range of additional services offered, etc.).

Next you should fill out the table. This is done as follows:

in the second and third - those strengths and weaknesses of the organization that exist in this area.

in the first column to record the parameter estimate,

Table 1. “Strengths” and “weaknesses” of the pharmacy organization

Evaluation parameter	Strengths	Weak sides


**After compiling a table
from the list of
advantages and
disadvantages, you
select the 5-8 most
important parameters
that can be increased
with greater efficiency.**

**An analysis matrix is
compiled.**

2). Identifying market opportunities and threats



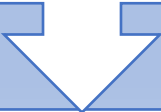
A method for determining market opportunities and an almost identical method for determining the strengths and weaknesses of a pharmacy organization:



the following parameters should be discussed by which the market situation will be assessed;

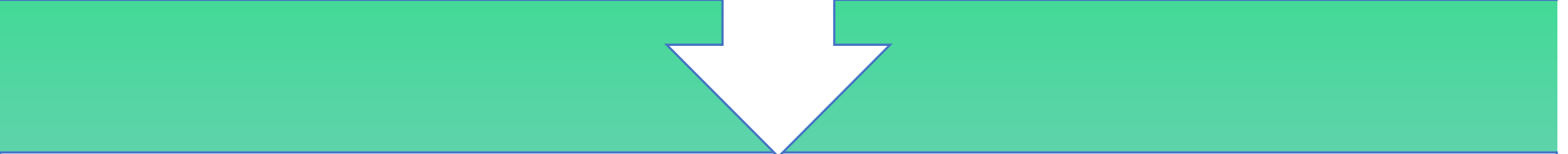


for each parameter it is determined what could become a threat to the organization;

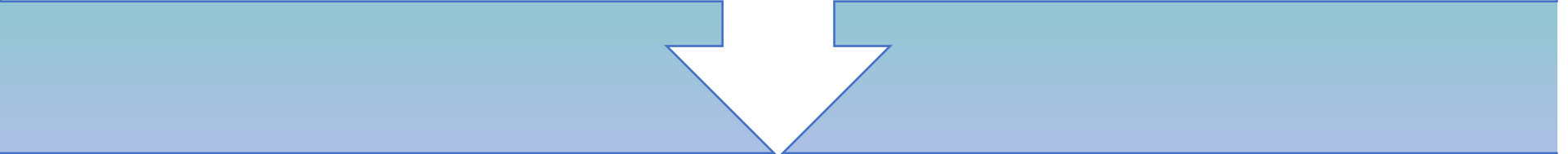


The most important opportunities and threats are selected from the entire list and entered into the SWOT analysis matrix.

Typically, market opportunities are assessed based on the following factors:




1. Lighting factors (it is advisable to take into account the important role of the market, its growth rate or structure, lighting structure in pharmaceutical products, etc.).

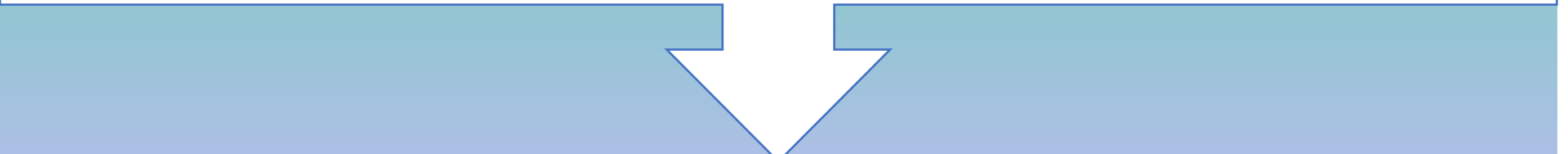


2. Competition factors (the number of main competitors, their location, form of trade, their activity, etc. should be taken into account).

3. Economic factors (exchange rate, level of change, change in the level of income of the population, state tax policy, etc.).



4. Socio-demographic factors (size and age-sex structure of the population, location of the pharmacy, social status of the population, etc.).

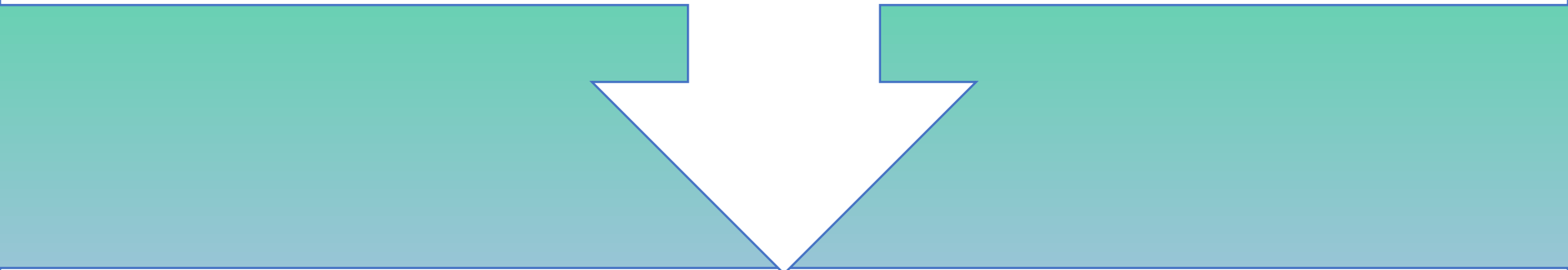


As in the first case, factors evaluate market opportunities and attract customers to the pivot table.

Table 2. Assessment of market opportunities and risks of a pharmacy organization

Evaluation factor	Market Opportunity	Market threats

After filling out Table 2, as in the first case, you need to select the most important ones from the entire list of opportunities and threats. To do this, each opportunity (or possibility) must be assessed on the following parameters: “How likely is it to happen?” and “To what extent can this be represented in the enterprise?” **You should select those events that are likely to occur and will have a significant impact on the profitability of the pharmacy.** These 5-10 opportunities and approximately the same threat are carried in the corresponding cell of the matrix.



So, the SWOT analysis matrix is complete. However, that's not all. You need **to take the final step and map the pharmacy organization leader's strengths and weaknesses to market opportunities and threats .**



3). Comparing the organization's strengths and weaknesses with market opportunities and threats.

A general discussion will allow us to resolve the following issues, ensuring further business development:

1. How can you take advantage of the pharmacy's strengths?

2. What weaknesses of the pharmacy can prevent this?

3. Due to which strong party can neutralize any threats?

4. What threats exacerbated by weak pharmacy doors should we be more concerned about?

Limitations of SWOT analysis: 1. SWOT analysis is only a tool for structuring information; it does not provide clear and clearly formulated recommendations that trigger responses. It only helps to present the main factors, as well as to estimate, as a first approximation, the mathematical expectation of certain events. Formulating based on this informational recommendation is the job of the analyst.

2. The simplicity of a SWOT analysis is deceptive; its results differ greatly from the completeness and quality of the source information. Conducting a SWOT analysis requires either experts with a very deep understanding of the current state and current development of the market, or a very large amount of work in collecting and analyzing primary information to achieve this understanding.

3. Errors made in relation to the given tables (including excluded factors or important losses, incorrect assessment of weighting coefficients and mutual equality) **cannot be detected in the process of further analysis (except for very obvious ones) - they led to incorrect results and erroneous strategic decisions.** In addition, the interpretation of the resulting model, hence the quality of the conclusions and recommendations, greatly influences the quality of the experts conducting the SWOT analysis.

Brainstorming in SWOT analysis

The concept of BRAINSTORING (brainstorming method)


Brainstorm Method translated from English means “brain attack method”, or brainstorming method. This is a rapid way of solving problems that involves teamwork aimed at generating the maximum number of ideas within a short period of time.

Types of brainstorming


The organized method is classic (involves the work of a moderator).



Uncontrolled, where there is no moderator and all participants financially express their opinions.



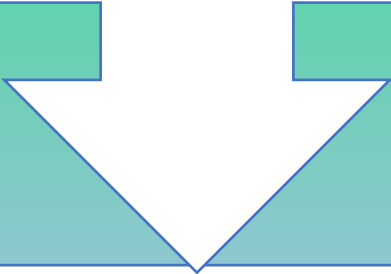
Shadowy. Idea generators develop into two teams: the first expresses their ideas in open form, the second - in writing. This method helps to unlock the potential of people who, due to their temperament, find it difficult to adapt to society.



Back. The point is that the participants do not discuss new creative ideas, but look for shortcomings and weaknesses of the product, and only then generate ways to overcome them.

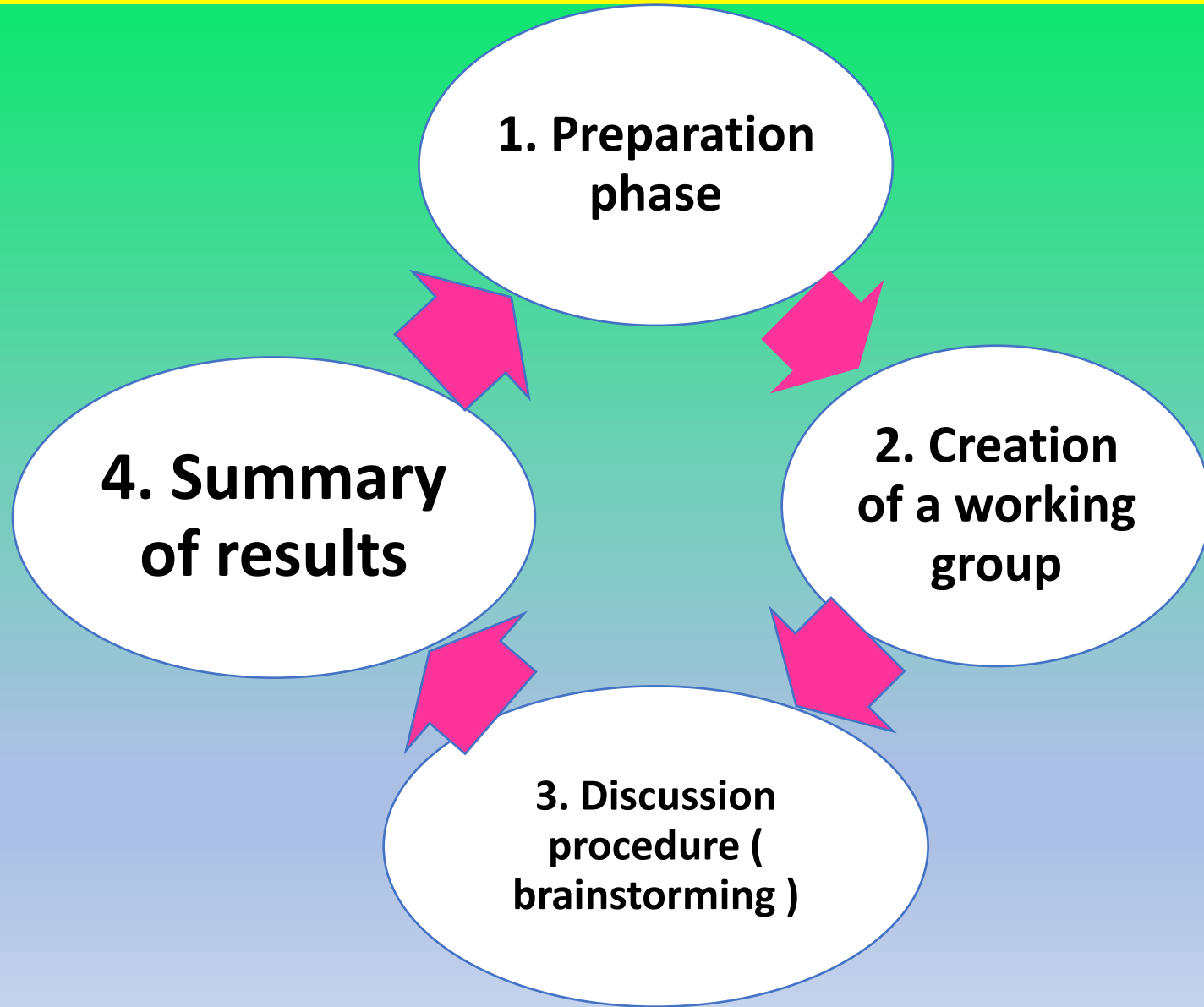
Types of brainstorming

Individual. Brainstorming is not always teamwork and for the benefit of the enterprise. This method can also be used to solve personal problems. If, for example, you need to find a way out of a problem, you can take a piece of paper and write down everything that comes to mind for 10 minutes. Often in this way you can catch very non-standard ideas, which is why the brainstorming method is also used in psychology.



Brainwriting . This is a technique in which each participant records his ideas on paper, and then all the notes are transferred to a manager or other person for study, evaluation, or generation of new solutions based on them.

Stages of brainstorming - from results to summing up



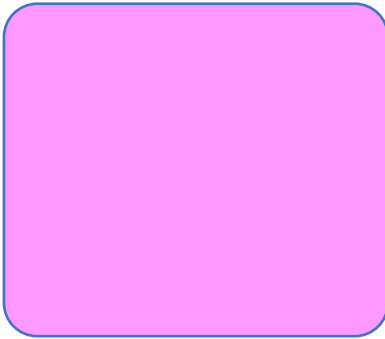
Advantages of the method

Research has found that collective idea generation is much more effective than individual generation. With proper use of brainstorming, the number of creative solutions increases significantly by the number of ideas that one person could come up with.

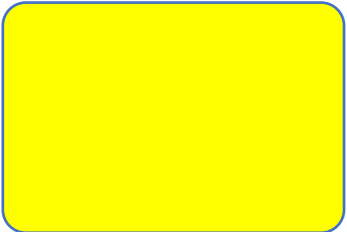
extraction methods

This method was presented as a universal one that can be used in any field of activity: from science to business areas. It is known that in an hour and a half, a team in brainstorming mode can produce up to the cost of proposals, which is considered a normal indicator.


However, there are psychological problems: brain groups bring together people who often know little of each other. This causes tension for many participants, and one of the key rules of brainstorming is complete relaxation. And although the method prohibits any criticism from making proposals at the stage of their formation, people who are unfamiliar and therefore are not too willing to express their thoughts within the framework of this approach.



The main task of healthcare is to preserve and restore human health - the main component of the productive force of society, and activities are being implemented to reduce the level of morbidity, mortality and disability, which, in turn, contributes to the growth of the country's income and improvement of the well-being of the people.



The level of quality and public health directly depends on the socio-economic conditions prevailing in the country and is considered one of the clear and accurate indicators of the socio-economic situation as a whole.

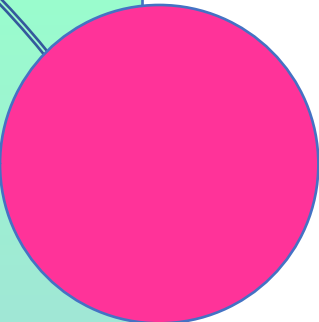


Only a state that has all the necessary administrative, legal and support tools can assist in restoring the current situation.

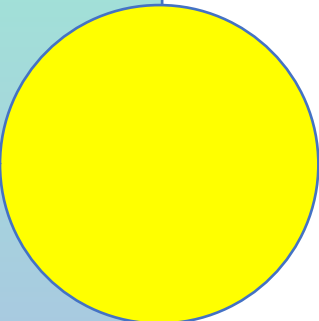


The role of government regulation is currently being pursued in this industry.

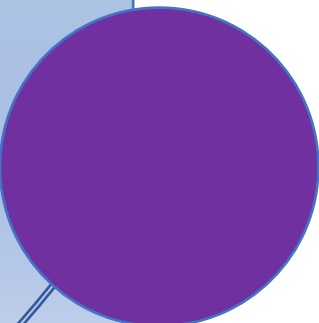
REGULATION TASKS



Regulation is about coordinating the activities of participants to maintain and strengthen the health of the population and increase quality of life. Only the state has sufficient knowledge and administrative resources to effectively influence all elements of the market structure:

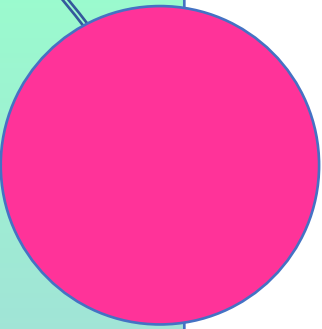


1. It is possible to predict the dynamics of morbidity, and, consequently, the level of costs associated with the provision of medical care, only at the macroeconomic level. In fact, these projections are incorporated into government policies to provide health care in certain settings and settings with limited access. From the forecasting capabilities, it logically follows the possibility of a multiplicative impact on public health through scientific preventive measures, vaccination, health education, etc.

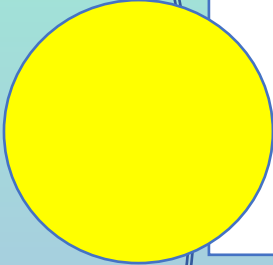


2. Market imperfections associated with information asymmetry can be leveled out with the help of government licensing and assessment procedures that signal the product and the integrity of the manufacturer as certification, Switzerland, accreditation. At the same time, government orders are placed exclusively with global enterprises and organizations.

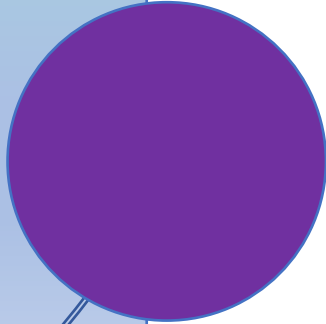
REGULATION TASKS (2)



3. Artificially inflating prices for the production of medicines, medical products and services, reducing the low price elasticity of solar rays, can be checked through government procurement based on tenders, quotations, and auctions.



4. The oligopolistic structure of the medical services market can be controlled through the application of all known measures of state antimonopoly regulation.



5. The constitutional right to health care should not turn into social dependency; the state must clearly limit its rights in the field of health care offered to different categories of citizens according to the degree of freedom of access to quality medical care. To facilitate understanding of the positions of modern approaches to state regulation of industry development, it is necessary to change the direction of public health care management in the historical aspect.

Federal Law of November 21, 2011 No. 323-FZ “Fundamentals of Health Protection of Citizens in the Russian Federation”.

Chapter 1. **General provisions**


Article 1. **Subject of regulation of this Federal Law**

This Federal Law regulates relations arising in the field of health protection of citizens of the Russian Federation (hereinafter - in the field of health care), and establishes:


1) legal, organizational and general foundations for protecting the health of citizens;

2) the rights and obligations of a person and a citizen, certain groups of the population in the field of health care, guarantees of the implementation of these rights;

Federal Law of November 21, 2011 No. 323-FZ
“Fundamentals of protecting the health of citizens in the
Russian Federation” (continued)



3) powers and responsibilities of state authorities of the Russian Federation, state authorities of constituent entities of the Russian Federation and local governments in the field of health protection;



4) rights and obligations of medical organizations and organizations, individual entrepreneurs when carrying out activities in the field of health protection;



5) rights and obligations of medical workers and pharmaceutical manufacturers.

Protecting the health of citizens. Definition of concepts

protecting the health of citizens (hereinafter referred to as health protection) is a system of measures of a political, economic, legal, economic, scientific, medical, including sanitary and anti-epidemic (preventive), nature, national government actions of the Russian Federation, ensuring the state power of the constituent entities of the Russian Federation, Ensure local conditions, organizations, their officials and other persons, citizens for the purpose of preventive measures, preservation and development of the physical and mental health of each person, maintaining his long-term active life, and providing him with medical care.

The following are used as levers and incentives for public health policy:

- depreciation rates;

- reward.

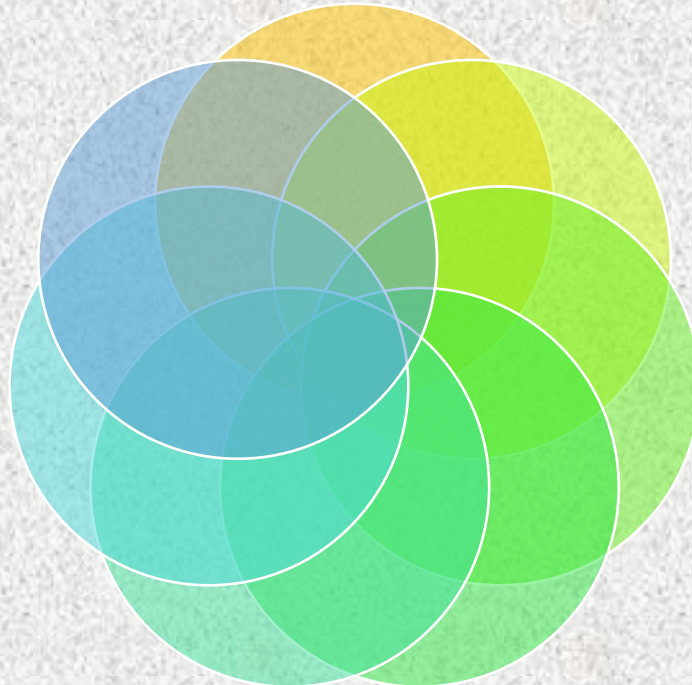
- tax benefits;

- rental rates;

- rescue projects;

- fines and penalties ;

- guaranteed assistance;



Principles of public policy in the field of healthcare

The principles of public policy in the field of health care can be divided into general and specific.

General principles include:

- ensuring an effective institutional structure (including its legal and regulatory support), ensuring the transition from cost management to results management;

- ensuring uniform rights of citizens to receive safe, effective and high-quality medical care;

- ensuring a guaranteed volume of necessary medical care;

- accessibility of medical care and increasing the social responsibility of subjects of the healthcare system;

State regulation of the sphere of circulation of medicines (directions)

In this connection of the state, the task is to study activities in the following areas:

- development of natural medicines that regulate the circulation of medicines;

- conducting activities in this area;

- regulation of the export and import of medicines;

- registration of medicines;

- pricing policy in the pharmaceutical market;

- protection of consumers of medicines;

- provide supervision over the quality of medical products

Measures in the field of state regulation of prices for medicines establish:

list of life support basic and solid drugs



maximum selling prices;



limits on wholesale and retail sales to selling prices.

**THANK YOU FOR
YOUR ATTENTION!**