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THE FEATURES OF THE PHARMACEUTICAL MARKET AND ITS OUTLOOKS IN GEORGIA

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Doi: <https://doi.org/10.52340/jecm.2022.07.06>

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ფარმაცევტული ბაზრის თავისებურებები და მისი პერსპექტივები საქართველოში

¹თბილისის სახელმწიფო სამედიცინო უნივერსიტეტის სოციალური და კლინიკური ფარმაციის დეპარტამენტი, თბილისი, საქართველო. ²თბილისის სახელმწიფო სამედიცინო უნივერსიტეტი, თბილისი, საქართველო; ალტე უნივერსიტეტი, მედიცინის საერთაშორისო სკოლა, ფარმაკოლოგიის მიმართულება, თბილისი, საქართველო

რეზიუმე

კვლევის მიზანია საქართველოს ფარმაცევტულ ბაზარზე მიმდინარე ტენდენციების შესწავლა და მარკეტინგული სტრატეგიის ჩამოყალიბება ბაზრის მარკეტინგული კვლევის საფუძველზე. მარკეტინგული საკითხების შესწავლა და დარგის განვითარებისათვის რეკომენდაციების შემუშავება. კვლევის საგანს წარმოადგენს ქართული ფარმაცევტული ბაზარი, რომელიც მოკლებულია მარეგულირებელ სისტემას, არ არის კონკურენტული და ქმნის საშიშროებას მომხმარებლისთვის.

დღეისათვის საქართველოს ფარმაცევტულ ბაზარზე არსებული პროლუქტისა და მიმწოდებელზე ორიენტირებული პრაქტიკა აუცილებლად მოითხოვს მიმართულების ცვლილებას და საჭიროა გათვალისწინებული იყოს ბაზრის თავისებურებები, რომლებიც განაპირობებს პერსპექტივებს უსაფრთხო და რაციონალური ფარმაცოთერაპიის მიმართულებით. ფარმაცევტული საქმიანობა პაციენტებზე ორიენტირებული და სახელმწიფო კანონებით რეგულირებადი დარგი უნდა იყოს, რომლის მთავარი მიზანია მოსახლეობას ეფექტური, უსაფრთხო, ხელმისაწვდომი და ხარისხიანი სამკურნალო საშუალებები მიანოდოს. ამ ყველაფრისთვის აუცილებელია მარეგულირებელ კანონებში სათანადოდ იყოს განერილი ამ დარგის სპეციფიკური თავისებურებები და ის რეკომენდაციები, რომელთაც ჯანდაცვის მსოფლიო ორგანიზაცია და საერთაშორისო ფარმაცევტული ფედერაცია გვთავაზობენ.

დღეისათვის საქართველოს ფარმაცევტულ ბაზარზე არსებული პროლუქტისა და მიმწოდებელზე ორიენტირებული პრაქტიკა აუცილებლად მოითხოვს მიმართულების ცვლილებას და საჭიროა გათვალისწინებული იყოს ბაზრის თავისებურებები, რომლებიც განაპირობებს პერსპექტივებს.

Introduction. The quality, efficiency and safety of the pharmaceutical product used in the treatment process are the indicators that, along with other important factors, determine the quality, duration of the treatment and ultimately the quality of medical services. The needs of the population for pharmaceutical products are variable, but companies that manufacture pharmaceutical goods are focused on meeting the needs of the population, unlike distribution companies, which in many cases are focused on the pharmaceutical business and not on the patient.

The pharmaceutical market encourages institutions to analyze customer requirements, identify the processes that make the necessary condition for consumers to create, import, as well as to maintain this process in a manageable state. Taking into account the peculiarities of the pharmaceutical market respectively ensures an increase of the satisfaction of both consumers and stakeholders. The consumers include manufacturers, distributors, pharmacies, preventive medical facilities, pharmacy (trade) facilities.

The issues of quality and availability of medicines are often discussed together, since they can have an equal impact on health. The relationship between the regulatory environment and the impact of drugs on public health is as follows: in an unregulated environment, drugs bring less benefit and more harm to public health, while in an over-regulated environment, access to drugs is low and, accordingly, benefits are less. On the other hand, the health of the population requires ensuring both quality and availability. In this case, optimality and balance are important.

The rational appointment of the drug excludes the empirical appointment of the drug in practice, it should be selected by important criteria such as: effectiveness, safety, availability, cost. Clinical practice shows that pharmacotherapy is more effective, the more relevant the motivation to prescribe the drug. The objectivity of drug selection takes into account clinical pharmacology, disease etiology, pathogenesis and disease clinic.

In order to choose the right drugs, taking into account side effects and toxicity, the pharmacist needs to pay attention to important factors, such as: the integrity and honesty of the pharmaceutical companies. And the interest of the population in general is where they will get the manufactured and imported medicines, at what quality and of course, first of all, the patients are interested in the price. Precisely price manipulation and in some cases the lack of legal acts add relevance to the mentioned topic. Therefore, the activities of Georgian pharmaceutical companies become more attractive to think about and study.

Aim and objectives of the research. The aim of the research is to study the current trends of the pharmaceutical market of Georgia and to establish a marketing strategy based on market research. To study of marketing issues and elaboration of recommendations for the development of the field.

Research methodology. The subject of the research is the Georgian pharmaceutical market, which lacks a regulatory system, is not competitive and creates a danger for the consumer. Market research is based on and combines research, face-to-face interviews, and statistical data collection and analysis. At the first stage of the research, we selected pharmacies, commercial pharmaceutical facilities, respondents' age (25-35 years), pharmacists of both genders, and patients. The second stage of the study included a research questionnaire/ survey, according to 14 tests, which was compiled by us. By analyzing the research data and statistical processing, the following results have been obtained. For the study, we selected the age between 25 and 35 years old for both cases, meaning the pharmacist/healthcare professional and the patient; The object of research are pharmacies of various firms, which including: 10-Pharmacies; As a result of the processing of the received information material, the following was identified: 57 respondents participating in the study, which including: 40 - Pharmacist/healthcare specialist (20/20), Female - 30; male -10; 17 - patients: female - 10; male - 7.

Research results and discussion. The answers to the questions were arranged as follows:

Q-1. To the question, "Do you know what the pharmaceutical market is" - the answers of specialists and patients were quite different (See Table №1).

Table № 1

Answer form	Healthcare specialists	Patients
Yes	45	2
No	12	15

Q-2. The quantum of pharmaceutical companies/firms operate in the pharmaceutical market in Georgia:

- Specialized pharmaceutical trading facility - 6464;
- Pharmaceutical wholesale trading facility - 2096;
- Pharmaceutical specialized trading facility + wholesale - 791;
- Authorized pharmaceutical trade facility - 1131.

Q-3. In the pharmaceutical market in Georgia, how many countries, how many companies are represented/registered products?

Answers to this question were recorded only from health specialists who used the data of the Ministry of Health website, and the mentioned information is unknown to the patients.

- 64 countries are represented in the pharmaceutical market of Georgia:
- 1363 - company,
- With 13522 pharmaceutical products.

Q-4. Is it known whether the number of prescription and non-prescription drugs registered in Georgia; For the 3rd and 4th questions, we were guided by the data available on the official website of the Ministry of Health of Georgia.

- ❖ Out of a total of 13,522 registered pharmaceutical products:
 - 8,527 are issued by prescription;
 - without prescription are issued 4996; (See Diagram №1).

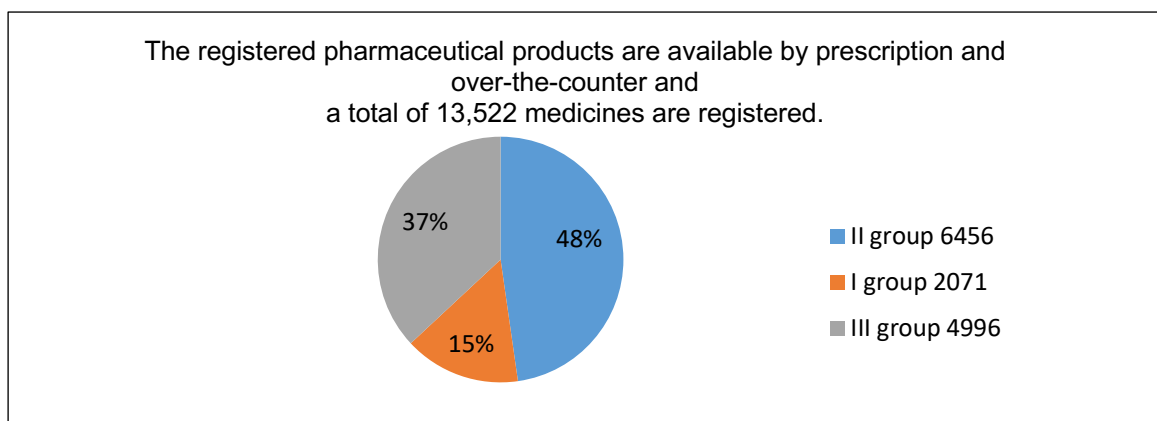


Diagram №1. From 13,522 registered medicines the registered pharmaceutical products quantity available by prescription and over-the-counter.

Q-5. Are you satisfied with the variety and quality of medicinal products available in the pharmaceutical market of Georgia?

The part of the question that concerns the variety of pharmaceutical products - a different attitude can be observed here as well. (See Table №2).

Table № 2

Answer	Healthcare specialists	Patients
It is diverse	46	9
it is not enough	7	6
I do not know	4	2

Here it can be said that the opinions of the respondents are slightly different from each other.

Q-6. Do you know how many pharmaceutical companies import medicine from abroad? Out of 1363 registered companies, 641 are importers. (See Table №3).

Table №3

Answer	Healthcare specialists	Patients
Registered company	1363	-
Importing distributor	641	-

Q-7. Do you know how many manufacturers produce pharmaceutical products in Georgia (78) and among them for Georgia? – (75). (See Diagram №2).

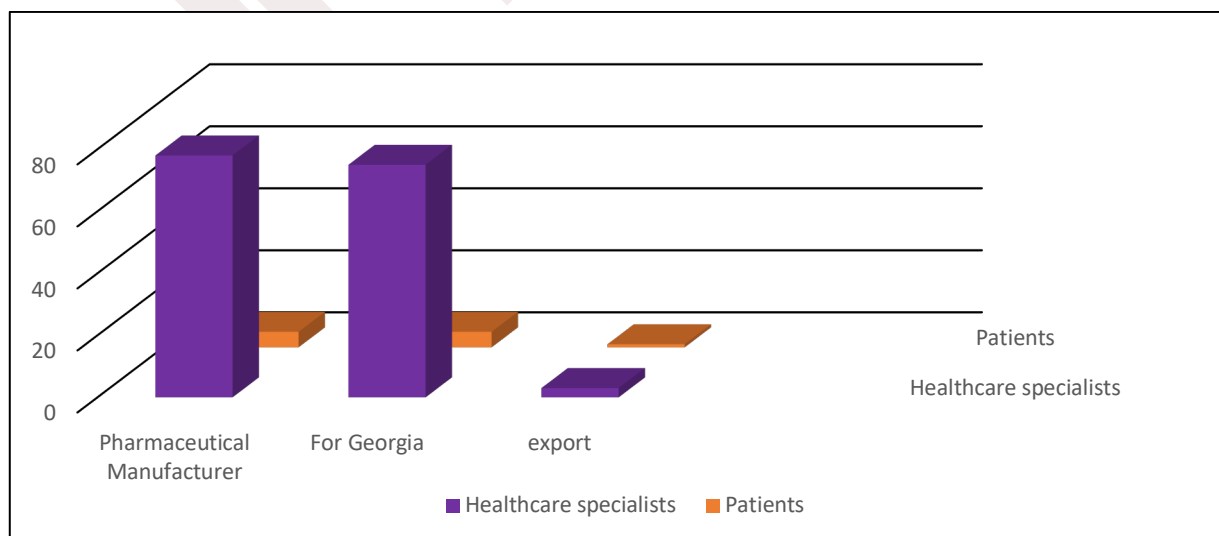


Diagram №2.

Q-8. Is the demand of the population taken into account when importing? (See Table № 4).

Table № 4

Answer	Healthcare specialists	Patients
Is considered	12	3
Is not considered	15	12
I do not know	13	2

Q-9. Are the actions of the pharmaceutical companies aimed to satisfying the needs of patient? (See Table №5)

Table № 5

Answer	Healthcare specialists	Patients
No (intended for business)	39	15
is considered	7	1
I do not know	11	1

Q-10. Has the statistical index of existing diseases in Georgia been studied? (See Table № 6).

Table №6.

Answer	Healthcare specialists	Patients
Yes	11	2
No	37	14
I do not know	9	1

Q-11. According to what do you prefer the companies in the Georgian pharmaceutical market? Price, quality, packaging, advertising and others. (See Table № 7).

Table № 7

Answer	Healthcare specialists	Patients
Price	20	16
Quality	22	17
Packing	4	5
Advertisement	11	6

Almost all patients agree with the price and quality, but only a small number pay attention to the packaging and advertising.

Q-12. Do you think that the Law of Georgia "On Medicines and Pharmaceutical Activities" regulates the Georgian market? (See Table № 8).

Table № 8

Answer	Healthcare specialists	Patients
Fully	12	1
It is not enough	19	17
Additional changes are required	26	17

Q-13. Are all institutions in the pharmaceutical market of Georgia on equal terms? (See Table № 9).

Table № 9.

Answer	Healthcare specialists	Patients
Yes (under the same conditions)	17	15
No	22	2
I don't know	18	0

Q-14. What factors led to the amendment of the "Law on Drugs and Pharmaceutical Activities" regarding the introduction of a prescription? (See Table № 10).

Table № 10

Answer	Healthcare specialists	Patients
Self-medication	23	17
Drug addiction	32	13
By the request of the patients	2	15

The answers to the question show that the increased self-medication, drug addiction, allowed the state to make changes to the law [Georgia's Law on Drugs and Pharmaceutical Activities] and introduce a prescription (See Diagram №3).

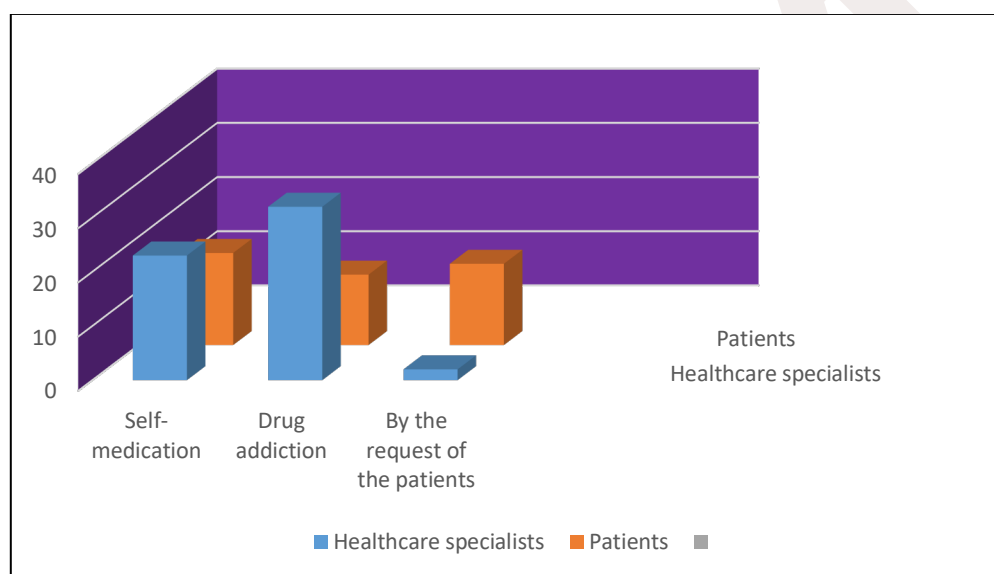


Diagram №3

The market research was based on an approach combines research, face-to-face interviews, and statistical data collection and analysis. After such approaches, we received data base and on the received data, conclusions have been drawn.

Summary of Research Results:

1. The current product and supplier-oriented practices in the pharmaceutical market of Georgia definitely require a change of direction, and it is necessary to take into account the features of the market, which determine prospects in the direction of safe and rational pharmacotherapy.
2. The bulk of the medicines consumed in Georgia are imported or locally produced, from which some are made with imported substantials and auxiliary substances.
3. After 2010, amendments to the Law of Georgia on Drug and Pharmaceutical Activities were introduced in 2012, 2013 and 2015, of which relatively significant changes were made in 2013-2015, mainly related to the subscription of electronic prescriptions of medicines and their accompanying processes.
4. This amendment to the law shall be led by self-medication and drug addiction.
5. Refinement of the regulatory normative base and administration tools;
6. Georgian pharmaceutical enterprises are driven to international markets by many reasons, among which the main ones are: limitation of local resources, emergence of excess products in the country, strengthening of competition in domestic markets and expansion of key markets of goods.
7. More activity is needed to promote entry into international markets, despite the fact that the activity is associated with high risk, in order to reduce the risk, before making a final decision about entering a foreign market (or markets), companies should definitely understand:

- The economic, political-legal regulatory acts of a country;
- When choosing a market, take into account the expected volume of sales of goods and estimate the amount of acceptable profit;
- 8. The structure of the elements of the marketing complex should be determined;
- 9. Currently, patients pay attention to the price of a pharmaceutical product, which is clearly visible between the price of the same drug in different pharmacies;
- 10. Orientation on business, not patient, is still visible in the pharmaceutical market;
- 11. The state does not have a sharply defined necessary list for the treatment and prevention of expected diseases.

Recommendations:

1. Pharmaceutical activity should be a patient-oriented field regulated by state laws, the main goal of which is to provide the population with effective, safe, affordable and high-quality medicinal products. For all this, it is necessary to properly describe the specific features of this field and the recommendations offered by the World Health Organization and the International Pharmaceutical Federation in the regulatory laws.
2. It shall be necessary to switch the six basic principles, that is important for international standards in a timely manner.
3. At present, the product and supplier-oriented practices in the pharmaceutical market of Georgia definitely require a change of direction, and it is necessary to take into account the peculiarities of the market, which determine the prospects.

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НАНА ГОРГАСЛИДЗЕ¹, НОДАР СУЛАШВИЛИ²

ОСОБЕННОСТИ ФАРМАЦЕВТИЧЕСКОГО РЫНКА И ЕГО ПЕРСПЕКТИВЫ В ГРУЗИИ

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РЕЗЮМЕ

Целью исследования является изучение современных тенденций на фармацевтическом рынке Грузии и разработка маркетинговой стратегии на основе маркетинговых исследований. Изучение вопросов маркетинга и разработка рекомендаций по развитию отрасли. Предметом исследования является фармацевтический рынок Грузии, который не имеет системы регулирования, не конкурентен и создает опасность для потребителей. В настоящее время товара и поставщика-ориентированные практики на фармацевтическом рынке Грузии однозначно требуют смены направления, и необходимо учитывать особенности рынка, определяющие перспективы в направлении безопасной и рациональной фармакотерапии. Фармацевтическая деятельность должна быть пациент ориентированной и регулируемой государством сферой, основной целью которой является обеспечение населения эффективными, безопасными, доступными и качественными лекарственными средствами. Для всего этого необходимо правильно описать специфику данной области и рекомендации, предлагаемые Всемирной организацией здравоохранения и Международной фармацевтической федерацией в нормативно-правовых актах. В настоящее время товарно-поставочные практики на фармацевтическом рынке Грузии определенно требуют смены направления, и необходимо учитывать особенности рынка, определяющие перспективы.

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SUMMARY

The purpose of the research is to study the current trends in the pharmaceutical market of Georgia and to establish a marketing strategy based on market research. Study of marketing issues and development of recommendations for the development of the field. The subject of the research is the Georgian pharmaceutical market, which lacks a regulatory system, is not competitive and creates a danger for consumers. At present, the product- and supplier-oriented practices in the pharmaceutical market of Georgia definitely require a change of direction, and it is necessary to take into account the features of the market, which determine prospects in the direction of safe and rational pharmacotherapy. Pharmaceutical activity should be a patient-oriented and state-regulated field, the main goal of which is to provide the population with effective, safe, affordable and high-quality medicines. For all of this, it is necessary to properly describe the specific features of this field and the recommendations offered by the World Health Organization and the International Pharmaceutical Federation in the regulatory laws. Currently, the product and supplier-oriented practices in the pharmaceutical market of Georgia definitely require a change of direction and it is necessary to take into account the features of the market, which determine the prospects.

Keywords: Pharmaceutical market, market strategy, research, Georgia

