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## THE IMPACT OF PHARMACEUTICAL MARKETING ON THE SOCIETY AND INDIVIDUAL PATIENT AND ITS SPECIFICATION OF HANDLING

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ფარმაცევტული მარკეტინგის გავლენა საზოგადოებაზე და ინდივიდუალურ პაციენტზე და მისი  
მენეჯმენტის თავისებურებები

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### რეზიუმე

კვლევის მიზანია ავთიაქის პაციენტთან და საზოგადოებასთან კეთილსინდისიერი ურთიერთობის არსებობა კომუნიკაციის და ეთიკური პრინციპების გათვალისწინებით და თავის მხრივ, პაციენტის და საზოგადოების უკუკავშირის მახასიათებლების შესწავლა. ავთიაქებში თანამშრომლებს და პაციენტებს შორის ინტეგრაციის დონეების შესწავლა და მათი პრაქტიკული ასახვა ქართულ ფარმაცევტულ ბიზნესში, კერძოდ, ავთიაქებში. დღეს, საქართველოში, ავთიაქები ერთ-ერთ ყველაზე სწრაფად განვითარებულ სფეროს წარმოადგენს, სადაც კარგად ჩანს თანამედროვე ფარმაცევტული მენეჯმენტისა და მარკეტინგის პრინციპების გამოყენების არცთუ ისე სასარგებლო დონე. ფარმაცევტული მარკეტინგი არ არის მომხმარებელზე ორიენტირებული. ავთიაქის მენეჯმენტი ორიენტირებულია მხოლოდ მოგებაზე. ყველა მომხმარებელს ერთნაირი საჭიროებები და მოთხოვნები არ აქვს, მათ ავთიაქი უნდა მიუღდეს ინდივიდუალურად და მიანდოს შესაბამისი მომსახურება, რაც ლოიალობის გაზრდის ეფექტური საშუალებაა. ავთიაქის მენეჯმენტს პაციენტების მომსახურების ფორმები არ აქვთ შემუშავებული, ყველა პაციენტს ემსახურებიან ერთნაირი ფორმით, მათი ფინანსური შემოსავლიანობის დონის გაუთვალისწინებლად.

**Introduction.** Marketing researchers often indicate that ethical norms and behaviors are a necessary condition for social marketing. Thus, this form of marketing is especially necessary and necessary for pharmacies. The management of the pharmacy shall determine the overall condition of the competitors around it and the needs of the targeted customer, which in itself will satisfy the interests of the public.

The main thing in marketing is targeted orientation and complexity. Targeted orientation on the demand of a particular customer ensures the efficient operation of enterprises, since the customer is the evaluator and recruiter of their activities. The main task is to identify and satisfy the needs and interests of the targeted user in more efficient ways compared to competitors in the face of maintaining and improving the well-being of consumers and the whole community altogether. Generally, some factors in the public-economic situation became the cause of the origin of the socio-ethical concept of marketing. In Georgia, the origin of this form of marketing is associated with a change in public form, which on the one hand was manifested by the presence of a free economic market. Changes in the market in the XXI century led to the improvement of marketing methods and ways and the development of new marketing approaches. Pharmacies began to identify the needs of customers and worry about satisfying them.

**Pharmaceutical Marketing.** The pharmacy has a multifaceted function. The first among them are: to ensure human health, pharmaceutical care, timely and quality delivery of medicines and patient care

items, competent and integrated communication with the patient and the public, and full compliance with ethical norms. Pharmacy management should understand that each patient has his own needs and requirements for medicines. The consumer, in turn, chooses the pharmaceutical product he needs, and it is clear not only the influence of pharmaceutical marketing on the consumer, but also the influence of the consumer on the marketing itself. Based on consumer psychology, an important determinant of consumer behavioral marketing is the need for a pharmaceutical product. We should also mention the attitude of the user/patient towards the pharmaceutical product, which is seen as a necessity and not as a desired product. This is an important feature of pharmaceutical marketing. The lack of necessary information (evidential information) about the pharmaceutical product has a serious impact on the decision of the user/patient. We cannot ignore such an important indicator as the quality of the pharmaceutical product. We have already mentioned that one of the participants in pharmaceutical marketing is the doctor, the doctor's qualifications (how well the doctor knows innovations, drug forms, dosage, pharmacokinetics).

**Pharmaceutical marketing management.** Since marketing theory has been combined with management theory, it is known as "market management theory" and is based on data from applied science. Pharmaceutical marketing management process includes: formulation of goals and determination of priorities; to receive information about the object to be studied; information processing and decision-making; issuing management orders; Information support is the process of meeting the information needs of specific users, based on its acquisition, processing, filling and use of special methods and means. Qualified pharmacy management concentrates on several important points during marketing management. Among them, the main emphasis is on: the study of consumer psychology, behavior, motivation to buy; on innovative marketing, which relies on scientific and technical development in accordance with market requirements. Particular attention is paid to: pharmaceutical products, prices, sales and communication policy (integrated marketing).

**Factors influencing patient/consumer behavior.** User behavior is influenced by various factors that are unique to each individual, content-wise, on the one hand, the individual level of analysis, and on the other, general facts that reflect the environmental level of analysis. At the individual level of analysis, the focus is on the individual characteristics of the user: his perception, attention to memory, feelings, motives, persuasive communications, etc. At the environmental level, researchers examine how the group and family influence the implementation of purchasing behavior, what are the situational factors, for example, the atmosphere of the pharmacy, what are the effects of culture, the influence of economic conditions, government regulations. Identifying the needs, demands and interests of the pharmacy on the one hand, and ensuring the well-being of the patient, consumer and society is a matter of social-ethical marketing concept. Thus, this form of marketing accurately expresses the process of pharmaceutical marketing and pharmaceutical assistance implementation.

**The relevance of the research.** Pharmacies in the modern pharmaceutical market have a special functional load. In addition to taking care of the image and reputation of the pharmacy, it is obliged to provide competent consultation, pharmaceutical assistance and proper use of integrated activities. It becomes relevant to study the issues of pharmacy, pharmacist, doctor, patient and community relations and the methods of its implementation. This communication process is not one-way, and both society and consumers (patient, doctor) have an influence on marketing. If this interdependence is balanced, then the society and the pharmaceutical establishment itself will be in favorable conditions. The general situation of the mentioned issues determined the relevance of the research.

**Aim and objectives of the research.** The purpose of our research is to establish the pharmacy's honest relationship with the patient and the community, taking into account the communication and ethical principles, and in turn, to study the characteristics of the feedback from the patient and the community. Studying the levels of integration between employees and patients in pharmacies and their practical reflection in the Georgian pharmaceutical business, in particular, in pharmacies. Pharmacies are one of the fastest growing areas in Georgia, where the not very useful level of using modern pharmaceutical management and marketing principles is clearly visible.

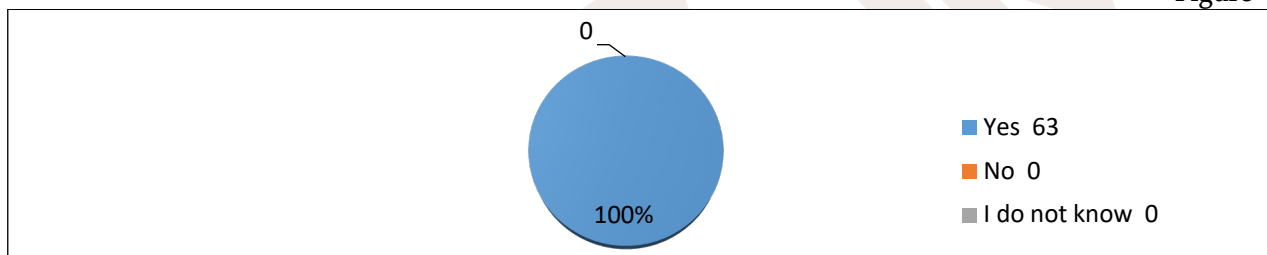
In addition, we tried to determine to what extent the awareness of pharmacy employees depends on marketing issues and management principles; Relationship between pharmacy employees and patients, communication efficiency; Pharmacy popularity - if the same customer enters the same pharmacy many times; What is the effectiveness of communication with the customer; Due to the fact that marketing communications and ethics are evolving, research analysis will allow us to formulate practical recommendations. And to find out as much as possible the effectiveness of communication with the public and the customer. As well as the norms of important communication and ethics, how correctly it is drawn up, on which the image of pharmacies depends.

**Research Results.** The following was interestingly revealed from the mentioned data: 29 from the respondents aged 19-30 work in a pharmacy; 31-40 years old - 25; 41-50 years - 9 pharmacists. It was interesting for us to continue the research according to their education and official status. According to the status of the respondents participating in the study (the position held in the pharmacy), it was revealed that 37 respondents have a higher pharmaceutical education; 16 - a graduate of the College of Pharmacy; 10 respondents with higher medical education; Among the respondents with other non-medical education - 51 respondents participated; with secondary education-1; and a student - 10.

**Q-1. Does pharmacy management use the targeted market selection system?**

All respondents working in pharmacies answered that the management selects target markets based on its goals and resources. Obviously, without it, it will be difficult for the pharmacy to function. (Figure-1).

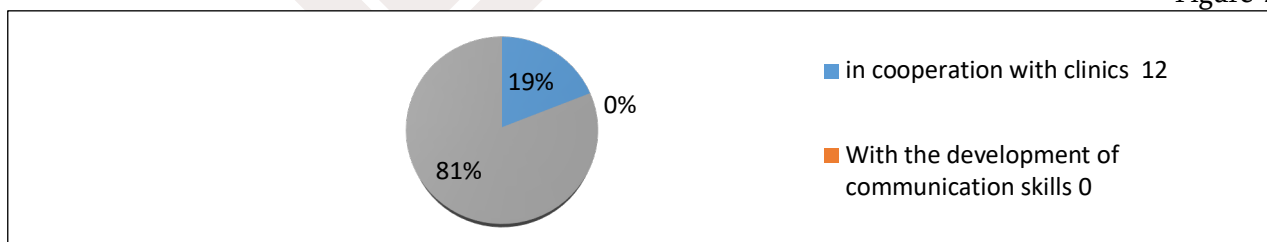
Figure-1.



Also, we received an almost identical answer about the use of marketing complex processing methods, which will help to influence the target market and get the desired result.

**Q-2. Does the pharmacy management advertise the pharmaceutical product? (Figure-2).**

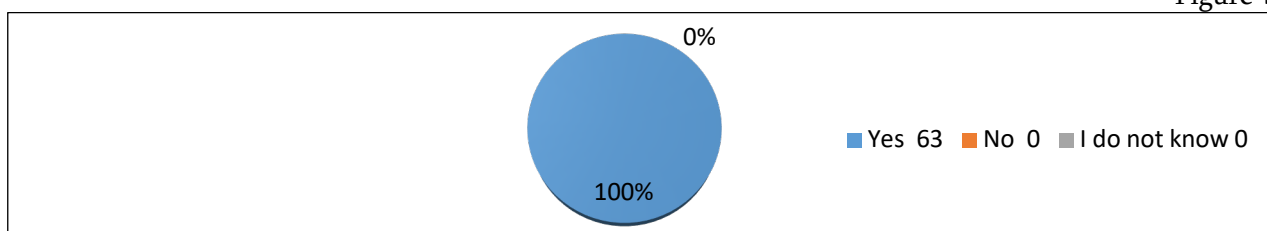
Figure-2.



The management of the pharmacy advertises the pharmaceutical products mainly with the encouragement of consumers/patients. This includes offering discounts and gift cards, promotions, and other activities by pharmacies to attract and retain customers. Also, a small part of the respondents (19%) noted that the management advertises pharmaceutical products in cooperation with clinics. Our next question was related to such an important issue of pharmacy operations as the management of demand for pharmaceutical products and their corresponding satisfaction.

**Q-3. Does the management of the pharmacy carry out the promotion of medicinal products? (Figure-3).**

Figure-3.

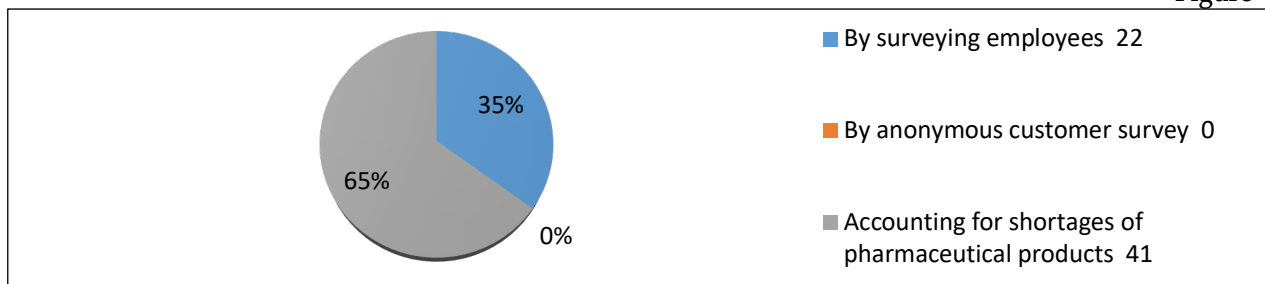


100% of the respondents noted that the management promotes medicinal products.

The result is natural because, in addition to the companies that produce the pharmaceutical product themselves and promote it in their pharmacies, other pharmacies also cooperate with pharmaceutical companies.

**Q-4. Does pharmacy management study the issue of pharmaceutical product demand and unsatisfactory needs?** (Figure-4).

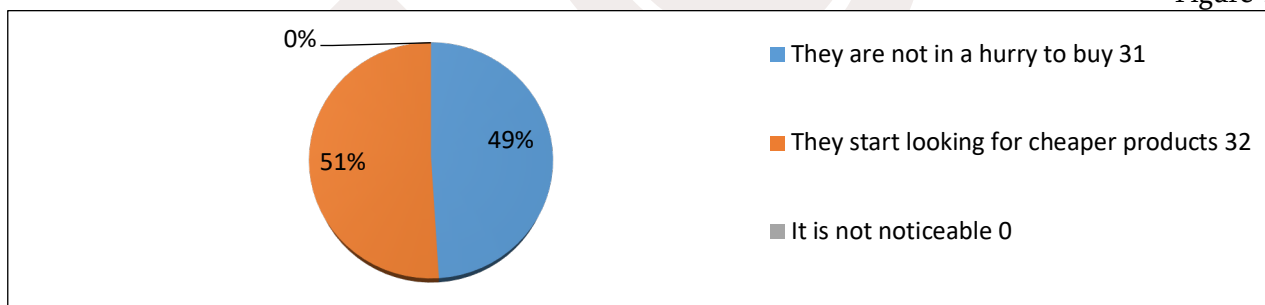
Figure-4.



Out of 63 pharmacists, 22 do not know whether the pharmacy management is studying the issue of product demand and unmet needs; 41- The respondent believes that the management keeps deficit accounting and probably they consider it a more effective way. We think that pharmacy management studies the issue of pharmaceutical product demand and unsatisfied needs mostly by accounting for pharmaceutical product shortages. They probably find it more effective. It has been observed that (100%) the pharmacy uses to improve customer satisfaction, in case of non-availability of the drug, noting the customer's need and in case of availability, informing the customer. This indicates that pharmacies are communicating properly with customers/patients, which will certainly bring positive results.

**Q-5. Are there noticeable changes in consumer behavior that affect their actions: they are not in a hurry to buy; Are they starting to look for "cheaper" products?** (Figure-5)

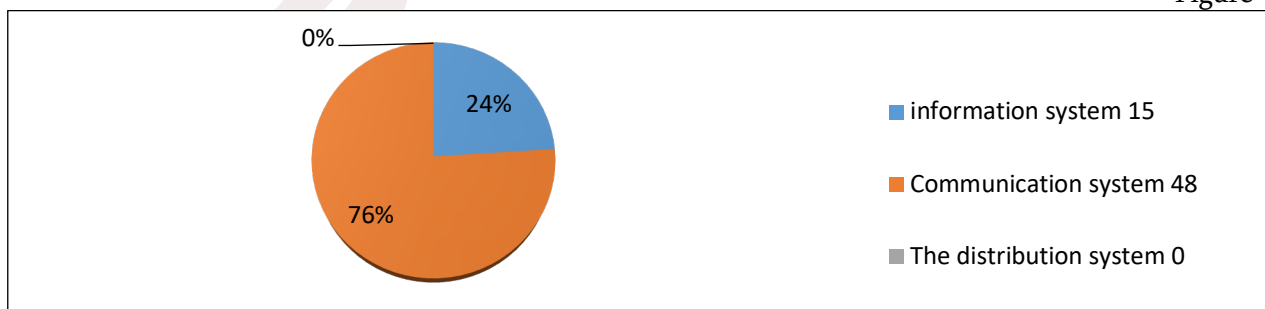
Figure-5.



This is the case when the consumer is not in a hurry to buy the product he needs due to the high price and financial situation (49%) or starts looking for a cheaper product (51%)

**Q-6. For a pharmacy, which form of system is important when interacting with the customer?** (Figure-6).

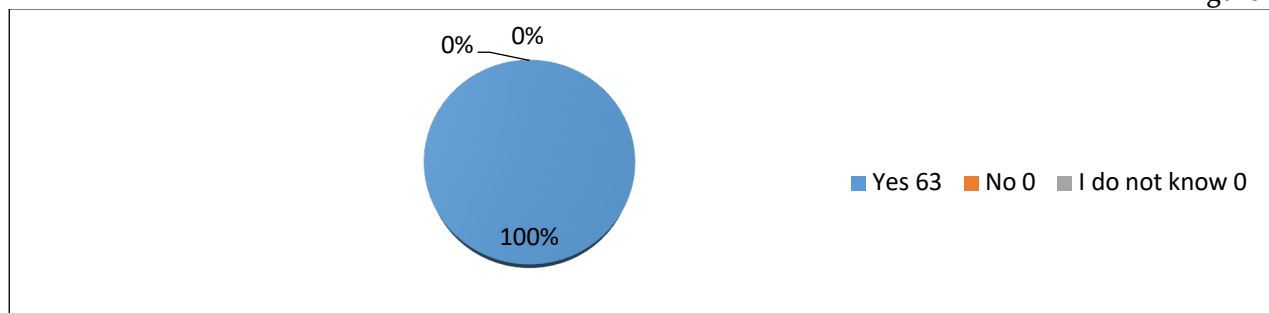
Figure-6.



From the answers to the question, it can be seen that only two forms, informational and communicative, are used during interaction with the customer. Correct and effective communication increases customer loyalty to the pharmacy.

Q-7. Does pharmacy management conduct marketing research? (Figure-7).

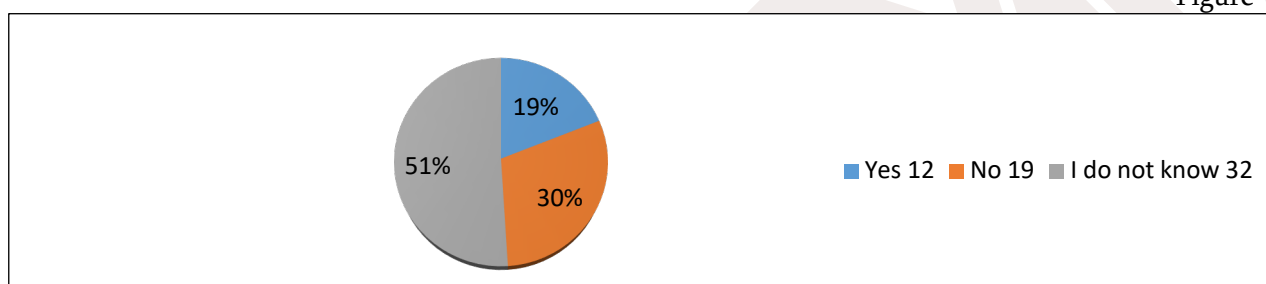
Figure-7.



100% of the respondents state that the management of the pharmacy conducts marketing research. Which is an effective means of finding information about potential customers and organizing activities.

Q-8. Does the pharmacy management search for scientifically based information about new pharmaceutical products? (Figure-8).

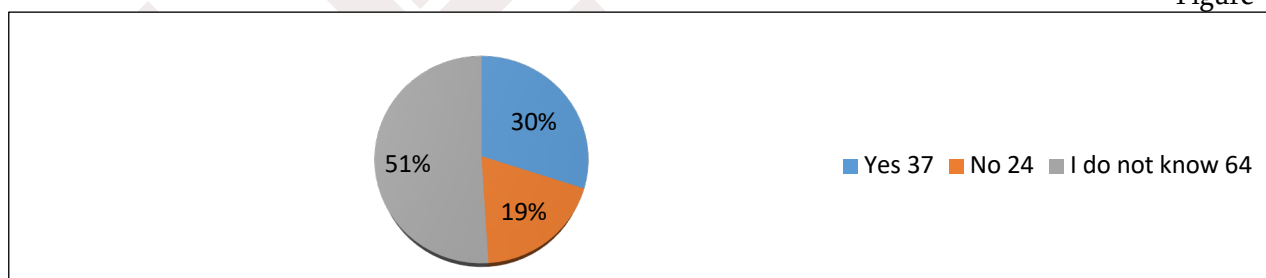
Figure-8.



This means that the management of pharmacies does not try to include new products in their assortment, the effectiveness, quality and safety of which will be scientifically substantiated. And customer/patient confidence will also be high. We consider it unfortunate when the positive answer is only 12%. 32% do not know. The questions drawn up in the second direction of the research, both considered the research of specialists and non-specialists.

Q-9. In the pharmacy, are there cases of replacing the drug prescribed by the doctor with another drug? (Figure-9).

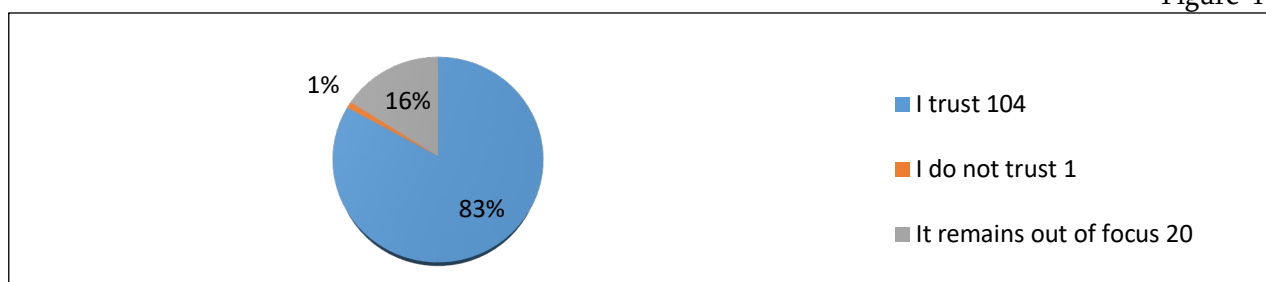
Figure-9.



37 out of 125 respondents indicate that there are cases of replacing one drug with another, which is 30%.

Q-10. What is the patient's attitude towards the drugs available in the pharmacy? (Figure-10).

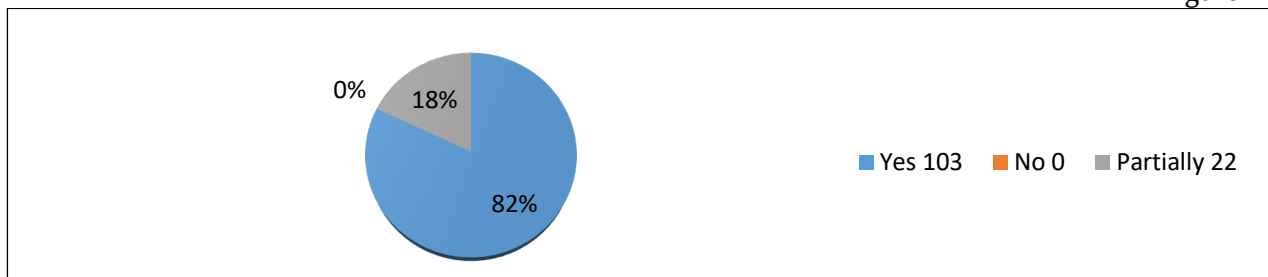
Figure-10.



Most of the respondents (83%) trust the medicines available in the pharmacy. Most likely, this result is due to effective and quality medicines.

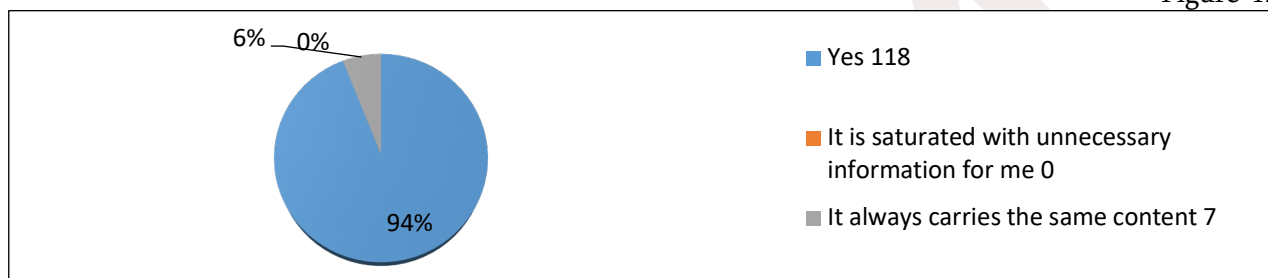
Q-11. Does the pharmacy fully meet the needs of customers? (Figure-11).

Figure-11.



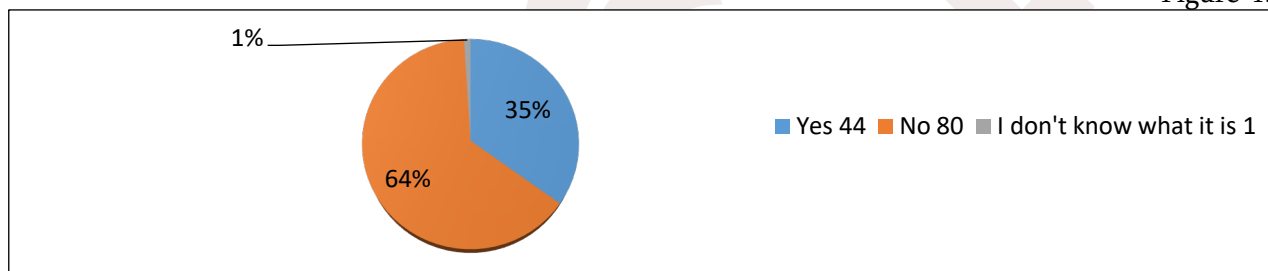
Q-12. Is the pharmacist's advice about the drug you need clear? (Figure-12).

Figure-12.



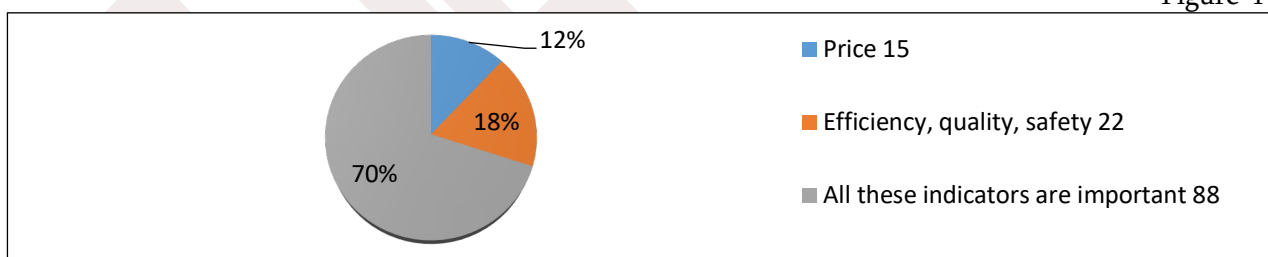
Q-13. Are you familiar with the concept of social-ethical marketing? (Figure-13).

Figure-13.



Q-14. Do you think that the determining indicators when buying a drug are its effectiveness, quality and safety or price? (Figure-14).

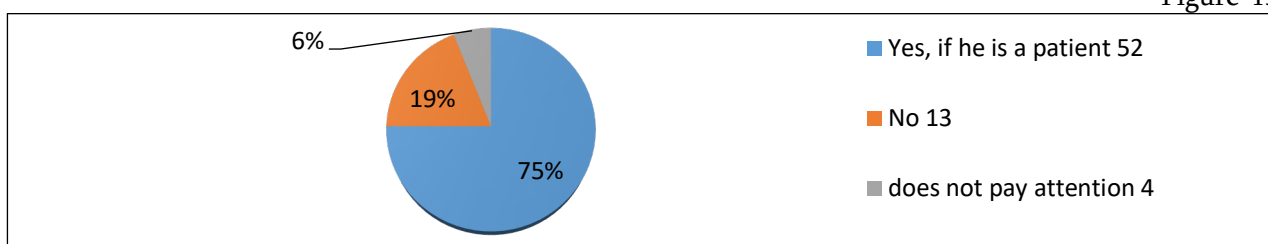
Figure-14.



Price is of primary importance for 12%, which is probably due to their financial situation. 18% consider efficiency, quality, safety as the main indicators. It turns out that for them the price is not as important as the indicators listed above. Most of the respondents (70%) attach importance to all these indicators.

Q-15. Does the customer who enters the pharmacy notice the price increase? (Figure-15).

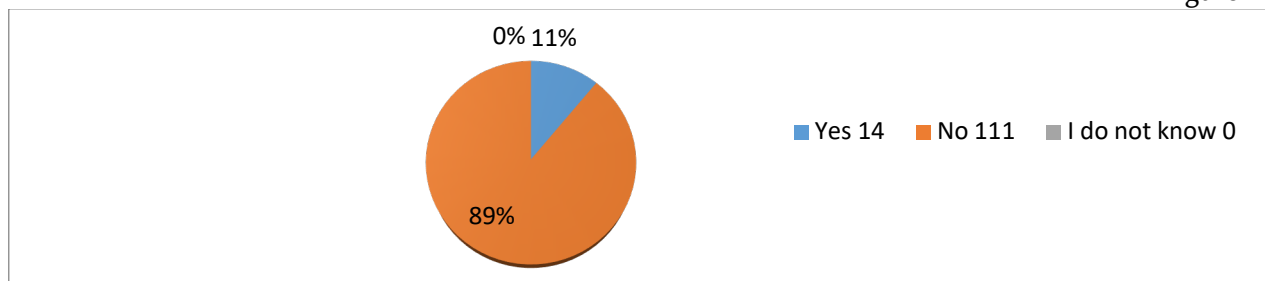
Figure-15.



75% say that patients notice the price increase immediately. Which is natural, if the patient often uses the pharmacy and is certain about the prices, he soon notices the price change. 19% reported that consumers do not notice price increases immediately. Probably, they rarely visit the pharmacy or buy various medicines. And 6% believe that consumers do not pay attention to the increase in prices. Most likely, the priority for them is the effectiveness and quality of medicines, not the price.

**Q-16. Does the customer believe that the increased price is justified by the high quality of the product?** (Figure-16)

Figure-16.



A small number of respondents (11%) believe that the increased price is justified by the high quality of the product. The majority (89%) do not think so. Most likely, the reason for this is that there are many imported medicines in the Georgian pharmaceutical market, and the increase in prices is related to the increased taxes on the part of Georgian companies.

#### Conclusions:

1. Pharmaceutical marketing is not customer-oriented. Pharmacy management is focused solely on profit. Not all customers have the same needs and needs, they must approach the pharmacy individually and provide the appropriate service, which is an effective means of increasing loyalty.
2. The management of the pharmacy has not developed patient service forms. All patients are served in the same way, regardless of their financial income level.
3. The majority of the respondents noted that the management of the pharmacy is not focused on integrated marketing. Taking into account the concept of integrated marketing creates a continuous functional chain with the customer. Obviously, the separate use of marketing communications does not give the same effect as the integrated one.
4. Most of the respondents believe that the communication system is more important in dealing with the customer. Naturally, correct and effective communication increases customer loyalty to the pharmacy.
5. The conducted research revealed that the management of the pharmacy advertises pharmaceutical products mainly with the encouragement of consumers/patients. This includes offering discounts and gift cards, promotions, and other activities by pharmacies to attract and retain customers.
6. It was revealed that companies conduct marketing research and use the results of marketing research. But management does not collect scientifically based information about pharmaceutical products for selection.
7. Also, according to the results of the research, a small part of the respondents is familiar with socio-ethical marketing. The result is probably based on the extent to which they consider social responsibility when using marketing.
8. Cases of replacing the drug prescribed by a doctor with another drug are common, in order to increase the sale of pharmaceutical products in the pharmacy.

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### **ВЛИЯНИЕ ФАРМАЦЕВТИЧЕСКОГО МАРКЕТИНГА НА ОБЩЕСТВО И ОТДЕЛЬНОГО ПАЦИЕНТА И СПЕЦИФИКАЦИЯ ЕГО УПРАВЛЕНИЯ**

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#### **РЕЗЮМЕ**

Цель нашего исследования – установить честные отношения аптеки с пациентом и обществом с учетом коммуникативных и этических принципов и, в свою очередь, изучить особенности обратной связи от пациента и сообщества. Изучение уровней интеграции между сотрудниками и пациентами в аптеках и их практическое отражение в грузинском фармацевтическом бизнесе, в частности, в аптеках. На сегодняшний день в Грузии аптеки являются одной из наиболее динамично развивающихся сфер, где явно виден не очень полезный уровень применения современных принципов фармацевтического менеджмента и маркетинга. Фармацевтический маркетинг не ориентирован на пациентах. Руководство аптеки ориентировано только на получение прибыли. Не у всех пациентов одинаковые потребности и требования, аптека должна подходить к ним индивидуально и предоставлять соответствующие услуги, что является эффективным способом повышения лояльности. Руководством аптеки не разработаны формы обслуживания пациентов, все пациенты обслуживаются одинаково, независимо от уровня их финансового дохода.

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### **THE IMPACT OF PHARMACEUTICAL MARKETING ON THE SOCIETY AND INDIVIDUAL PATIENT AND ITS SPECIFICATION OF HANDLING**

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#### **SUMMARY**

The purpose of our research is to establish the pharmacy's honest relationship with the patient and the community, taking into account the communication and ethical principles, and in turn, to study the characteristics of the feedback from the patient and the community. Studying the levels of integration between employees and patients in pharmacies and their practical reflection in the Georgian pharmaceutical business, in particular, in pharmacies. Today, in Georgia, pharmacies are one of the most rapidly developing areas, where the not very useful level of application of modern pharmaceutical management and marketing principles is clearly visible. Pharmaceutical marketing is not customer-centric. Pharmacy management is focused only on profit. Not all customers have the same needs and requirements, the pharmacy should approach them individually and provide appropriate services, which is an effective way to increase loyalty. The management of the pharmacy has not developed patient service forms. All patients are served in the same way, regardless of their financial income level.

**Keywords:** Pharmaceutical, marketing, society, patient, specification.

