



ANALYSIS OF INFORMATION CONTENT ON THE WEB SERVICES ABOUT ANTIHYPERTENSIVE MEDICINES IN UKRAINE

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OBJECTIVES: In the EU countries, the development of the system of electronic information about medicines (ePI) is ongoing, when a QR code is placed on the packaging in the instructions, with a link to Internet page, where there is current information about the medicine. The digitalisation of the pharmaceutical market provides new opportunities for better performance of pharmacies in Ukraine. In accordance with the amendments to the Law of Ukraine "On Medicines", pharmacies were allowed to carry out electronic retail trade of pharmaceuticals.

METHODS: The analysis of the information content of sections of web services of pharmacies, web portals of Ukraine for the treatment of hypertension and justified the need for unification of information for patients.

RESULTS: The analysis of 18 web services and 5 web platforms revealed certain differences in the information provided to patients about antihypertensive medicines. Although common search filters such as brand name, price, dosage form, dosage and quantity per pack were present on all resources. However, an information about the manufacturer was available on 66% of pharmacy web services and 60% of web platforms. Only a minority of platforms informed patients about dispensing of prescription, there were 28% of web services and 60% of web platforms. The identified differences in the information content of web resources require unification of information for patients with hypertension by these parameters: prescription; e-prescription, with a focus on the specifics of use; pharmacies' participation in social programs, such as reimbursement, which will help optimise information and educational support for patients for the rational use of medicines for chronic non-communicable diseases.

CONCLUSIONS: Our study highlights the importance of digitalisation in the pharmaceutical market and need of unification information for patient on online platforms in Ukraine. Electronic information about medicines will further "personalize" the provision of information through electronic services for patients with hypertension and other chronic diseases.

Results of the analysis of pharmacy websites by structure of drug information for patients

Parameters/ Pharmacy (Main city)	Trade name	Dosage	Drug formu- lation	Quantity in a package	Man- ufacturer	Social program	Indication "By pre- scription"	Price
Da. Signa. (D.S.) (Lviv)	+	+	+	+	+	-	-	+
Pharmacy of hor- monal drugs (Kyiv)	+	+	+	+	+	-	+	+
«Good Day» (Kyiv)	+	+	+	+	+	-	+	+
«3i» (Lviv)	+	+	+	+	+	-	-	+
«Healthy family» (Ivano-Frankivsk)	+	+	+	+	+	-	-	+
«Plantain» (Lviv)	+	+	+	+	-	-	-	+
«ANC» (Zaporizhzhia)	+	+	+	+	+	-	+	+
«We wish you health» (Kyiv)	+	+	+	+	+	-	-	+
«Recipe» (Dnipro)	+	+	+	+	+	-	-	+
«Pharmacy 911» (Kharkiv)	+	+	+	+	-	+	+	+
«ANRI-PHARM» (Kyiv)	+	+	+	+	-	-	-	+
«Pharmacy Zdravitsa» (Kyiv)	+	+	+	+	-	-	-	+
«I social pharmacy» (Lviv)	+	+	+	+	+	-	-	+
«The country of health» (Kyiv)	+	+	+	+	+	-	-	+
«Leda» (Kharkiv)	+	+	+	+	+	-	-	+
«Farmaco» (Vyshneve)	+	+	+	+	+	-	-	+
«Med-servis» (Dnipro)	+	+	+	+	-	-	-	+