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## ECOLOGICAL MARKETING IN PHARMACY: EXPERT ASSESMENT OF PROJECT AT THE DRUG APPLICATION STAGE

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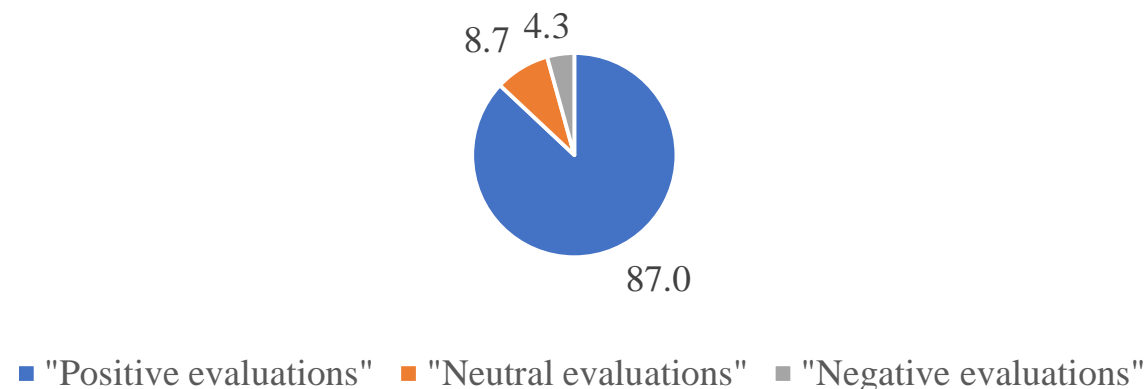
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**Relevance.** In 2023, the Russian Ecological Operator raised the issue of the need to create a system for the collection of packaging from medicines and unused drugs in order to levelling their harm to the environment. This initiative was ambiguously accepted by representatives of pharmaceutical and medical organizations and the public. Therefore, consideration of this issue from the position of expert specialists is currently relevant and in demand.

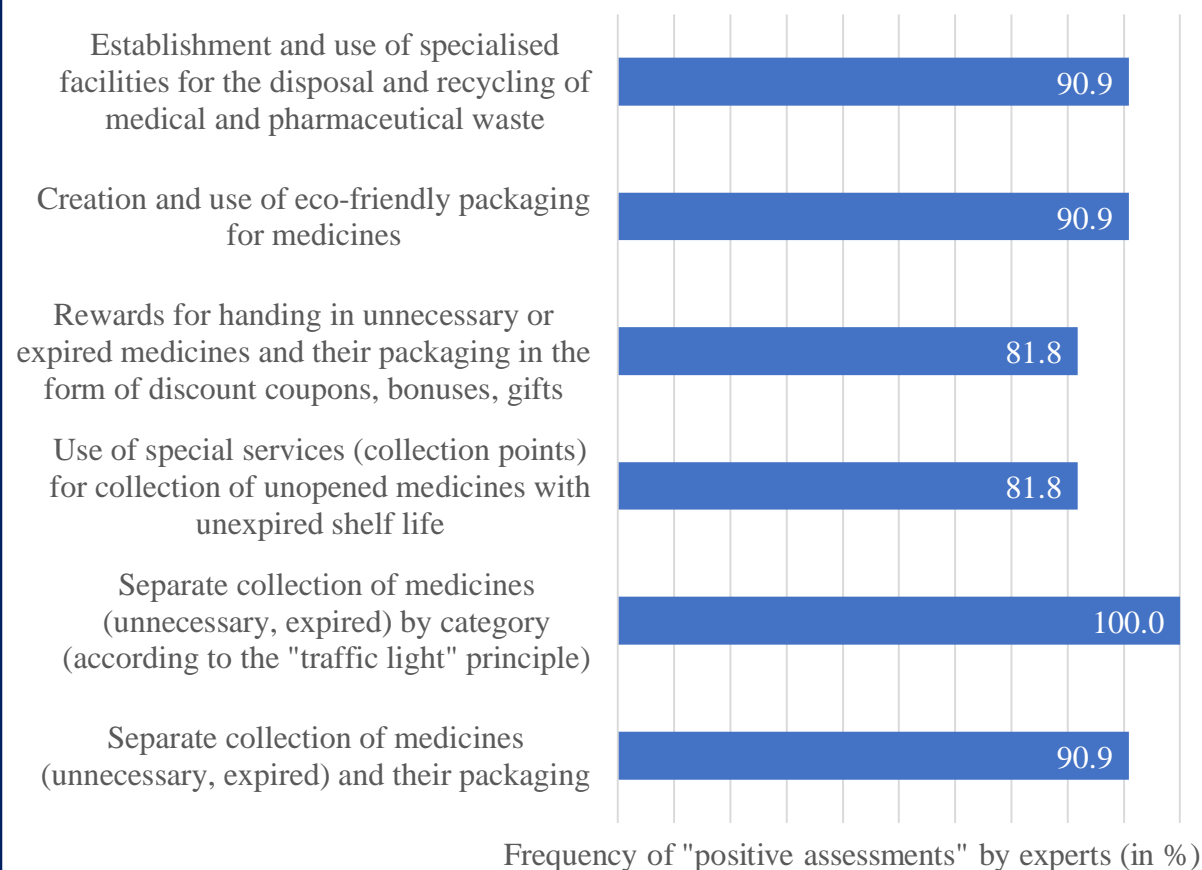
**The aim of the study** is to conduct an expert assessment of some environmental projects proposed or implemented at the stage of drug application in Russia.

**Materials and methods.** The expert assessment was carried out by 11 specialists using the expert assessment map developed by us. To assess the significance of environmental projects, the Likert scale was used with subsequent frequency analysis. The degree of agreement of the experts' opinions on positive assessments was expressed through the variation coefficient (Cv). The level of practical efficiency of the projects already implemented at present was determined on a 5-point scale with subsequent calculation of integral indicators.

Frequency Analysis Results on the Significance of Environmental Projects During the Drug Application Stage (in %)



Fragment of the Positioning Map for the Environmental Significance of Projects at the Drug Application Stage



**Results.** The marketing analysis showed a high level of significance of the studied environmental projects. The prevalence of "positive evaluations" ( $87.0 \pm 8.5\%$ ,  $Cv=9.8\%$ ), confirmed the need for their further development and implementation in pharmaceutical and medical practice. Attention should be paid to the projects on separate collection of medicines (unnecessary, expired) by categories (according to the "traffic light" principle) and separate collection of medicines (unnecessary, expired) and their packages (the share of "positive evaluations" was 100% and 90.9%, respectively). Also important was the project on the creation and use of specialized facilities for the disposal and recycling of waste, including medicines (the share of "positive ratings" was 90.9%). The level of practical effectiveness of environmental projects already implemented in pharmaceutical and medical practice was low (the composite parametric index corresponded to 3.5).

**Conclusions.** The need for a more detailed consideration of environmental projects from the position of representatives of pharmaceutical and medical organizations, consumers and the public is substantiated, and the need to develop a management system for such projects on the basis of the current methodology of environmental management is shown.