

## Promising Directions for the Development of the Field of Pharma, Commodity Policy of Pharmaceutical Companies and Brands

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**Abstract:** this article is a study of the features of pharmaceutical marketing, consideration of the theoretical foundations, identification of features, as well as the development of marketing strategies. Creating a brand in the pharmaceutical industry.

**Keywords:** pharmaceuticals, marketing, brand, product, profitability, competition, trademark.

Recently, the term "brand" has been used quite often. The concept of "brand" is often defined by the concepts of "trademark" or "trademark". However, the concept of "brand" is broader.

Brand is a set of characteristics that influence the consumer's decision to purchase.

The product cannot be a brand, since only the name, symbol, or a combination of them has been developed and legally registered. To become a brand, a product must meet the needs of the consumer, and similar products must be better than competitors. The consumer must clearly understand the benefits associated with brand consumption, the brand must add value to the consumer, and finally, the consumer must be aware of the brand.

Brands can be divided into several categories:

- corporate brand (corporate brand, corporate umbrella brand): the brand name is the same as the company name. For example, corporate brands - Darnitsa, Bayer and others (for example, Cortonitol-Darnitskaya ointment, Prednikarb-Darnitskaya ointment, Oflocaine-Darnitskaya ointment);
- general brand (family brand, family umbrella brand): the general name of a group of products of different categories. The purpose of creating a common brand is to transfer the positive experience of consuming goods from one group to a product under a common name in another group.
- assortment brand: the general name of a group of products of different categories, but aimed at solving the same problem. An example of this is SmithKline Beecham, a group of Oxy range companies. It includes preparations for the treatment of acne ("Oxy-5" and "Oxy-10") and therapeutic cosmetics intended for the prevention of acne (Oxy-lotion for washing, "Oxy-double wipes").
- individual brands: brands that cover one category of goods, but, nevertheless, may include several types of goods. As an example, SmithKline is a group of products from Beecham under the Coldrex trademark designed to relieve cold symptoms (Coldrex tablets, Coldrex Hotrem - hot drink, Coldrex Knight - syrup that relieves cold and flu symptoms at night).

The concepts of corporate and general brand are often combined under the term umbrella brand ("corporate umbrella" and "special umbrella").

Recently, the need to create a brand in the pharmaceutical industry has become urgent. Below are concepts that are specific only to the pharmaceutical industry.

An original medicinal product is a medicinal product that is the exclusive property of the company that developed it, or is the property of the company that first obtained a license to sell it. The active substance of the original drug has a patent obtained in accordance with the procedure established by law. Until the patent expires, another pharmaceutical company cannot synthesize and use this active substance for commercial and non-commercial purposes. Often the concept of an original drug is defined by the concept of "drug - brand".

The concept of "original (trade) name of a medicinal product" should not be confused with the concept of an original medicinal product, which is a registered brand name for the purpose of protecting the right to its exclusive use, and only by the company to which it belongs. trademark or patent for this name (not for the active substance). By name, you can identify a specific drug or dosage form that the manufacturer sells. Unlike a patent for an active substance with a limited validity period, the ownership of the original (trade) name remains even after the expiration of the patent for the active substance. In accordance with the legal norms of many countries, the manufacturer is allowed to keep the trademark when replacing excipients in single-component preparations and even active substances in combined preparations.

A generic drug or a generic drug is a drug whose patent protection period for the active substance has expired, and therefore it (more precisely, the active substance) is not the exclusive property of the pharmaceutical company that developed it or has the first license to sell it.

An ordinary medicinal product contains an active substance similar to the active substance of the original medicinal product. At the same time, auxiliary substances (i.e. inactive ingredients included in the preparation as preservatives, fillers, binders, dyes, etc.) and the production process may differ.

A generic drug may be original or under a nonproprietary name. The nonproprietary name, unlike the original (trade) name, can be used by any manufacturer after the expiration of the patent for the active ingredient. In the United States, common (official) names are listed in the list of names of medicines accepted in the United States (USAN). However, you should pay attention to the fact that the list of commonly used names may differ from the list of international commonly used names of medicines.

The brand provides the consumer with a set of certain functions, features, benefits and services, that is, this concept has different meanings (see the sidebar).

Thus, "brand" is simply a much broader concept than "product". Unlike only the product, the brand can be divided into two main parts: visible and invisible to the consumer, resembling an iceberg, its surface and underwater parts. The part visible to the consumer is the name of the product, its packaging, price, advertising and the image of the product created by it. The efforts of the enterprise to organize the distribution and supply of goods, marketing skills of employees, profitability of the production process, large-scale R& D, effective organization of operations along the value chain are invisible to the consumer. Most of the components of the invisible part are not copied by competitors and are more an element of the company's experience than a specific element of the brand itself.

The importance of creating and developing a brand in the pharmaceutical industry



Although the pharmaceutical industry is one of the most attractive in terms of profitability in the world, but now no pharmaceutical company in the world has a market share of more than 6%. Despite a large number of mergers and acquisitions, this situation did not change significantly in the late 90s.

A trademark is any name, symbol, designation, design or combination used to identify a company's products and distinguish them from competitors' products.

A common trademark is a single trademark for a complex of interrelated goods.

A trademark is a trademark that is legally registered and gives the owner the exclusive right to use it.

Unmarked or nonproprietary products (generic products) - goods in ordinary packaging (classical definition), in which only the name of the product is indicated, without specifying the name of the manufacturer.

The cost of R&D has steadily increased, while the effectiveness of bringing new drugs to market has not changed much. Therefore, the pharmaceutical industry is faced with an urgent need for more effective marketing activities, in particular, in the development of pharmaceutical brands. All this contributes to the successful promotion of medicines, since purely technical advantages are added to the additional benefits of using the drug for health authorities, authors of medicines and, of course, patients. All this strengthens the relationship between the pharmaceutical company and distribution channels.

The strength of brand loyalty can be measured. There are three levels of brand loyalty:

- awareness or awareness (brand awareness): consumers are familiar with this product, they are more likely to buy it so they know it;
- brand advantage: can be measured by the number of tests of a particular brand over a certain period of time (testing level) - consumers buy a product without a habit, if it exists, but it does not exist, or for other reasons they can buy alternative products;
- brand strictness or brand loyalty: the consumer does not agree with the product to be replaced, and if it does not exist, actively searches for this product.

Ideal for any company - the third level of commitment. As a rule, the level of consumer loyalty to the company's brands and competitors' brands is determined using the so-called "Usage and Attitude Research", u&a research. In addition, in order to develop a proper marketing strategy, it is necessary to have a ratio of the number of consumers who have tested this brand to the number of consumers who know about the brand (the testing awareness coefficient) and the ratio of the number of consumers who have a stable commitment. the number of consumers who have tried this brand (loyalty and testing coefficient).

<b>Properties and properties (attributes)</b>
The consumer has an association with the concept of a brand that has certain characteristics and characteristics of the product necessary to meet their needs. These features are used to advertise and advertise the product. Thus, the drug "Solpaflex" offers "pain relief in the back and muscles", "pain relief in the joints", "long-term effect", "minimal risk of complications".
<b>Profit</b>
Consumers buy benefits, not features. Therefore, for the successful promotion of the brand, the characteristics must be presented in the form of advantages that can be both logical and emotional.

For example, consider over-the-counter Coldrex tablets designed to relieve cold and flu symptoms. Thus, the property of "relieving many symptoms of colds and flu" can be considered as a functional property of "I don't have to buy several drugs to alleviate the symptoms of colds". "Expensive" property can be seen as an emotional benefit "by taking this drug, I feel more important and respectful" "produced by one of the world's leading pharmaceutical companies" property both functional and the drug is more effective, of better quality and has fewer side effects. Based on the advantages, an exclusive trading offer is based on which it can be rational and emotional (rational and emotional trading offer).

**Price (prices)**

The brand provides information about the value system of the consumer. For example, the doctor will appreciate the high effectiveness of "Bactroban" on an antibiotic for the treatment of infectious skin diseases against microorganisms that cause skin infection and a low level of resistance development. Therefore, when developing this brand, it is necessary to identify specific groups of consumers of doctors whose values correspond to the recommended set of benefits.

**Personality**

The brand is a reflection of individuality. In the study of motivational decisions, the question arises: "if he is a living person, who does this brand look like?". Thus, consumers can imagine the over-the-counter drug Panadol Baby & Infant as a relatively young, loving and caring mother that can relieve the pain and symptoms of colds in children. In this case, the desired or real perception of the brand attracts buyers corresponding to the image created by this brand.

Since consumers around the world are picky, and competitors are able to copy successful products on the market, it is not enough that the product has only obvious (technical advantages). It is very important to create intangible advantages that are not displaced by a competitor and reflect the needs of the target audience.

Thus, the creation of a brand covers all elements: the product itself, the services provided and the image of the company. This approach is called total branding. This approach affects the following factors:

- brand architecture - the use of the company name along with the names of sub-brands for individual products and services;
- Visual identification - packaging design and corporate identity.
- retail network (merchandising) and the work of representatives of design, trade and medicine for exhibitions, scientific and government relations;
- internal culture, organization and information exchange;
- External relations, including public relations, covering the entire range of product promotion.
- Product strategy, research and development.

The current state of brand creation in the pharmaceutical industry, the need to create an innovative brand of medicines.

The need to create a brand in the pharmaceutical industry was recognized 100 years ago by Thomas Beham. He was one of the first to use the Beecham Pills trademark to promote the safe and effective laxative he invented. Thus, for the first time, consumers were able to choose a drug whose efficacy, safety and quality can be determined among questionable drugs.

However, despite such long attempts to create brands in the pharmaceutical industry, this issue was not given sufficient attention until the early 80s. Pharmaceutical companies focused on the development of new chemicals (drugs), but did not pay enough attention to the problem of creating a brand after the successful registration of the drug. The promotion of innovative drugs was carried out mainly through personal contacts of trade and medical representatives and advertising in specialized publications. At the same time, manufacturers of consumer goods used the concept of the "ladder of brands", planning to advertise their products. The brand Ladder is a method of determining and classifying the brand value (emotional and rational characteristics inherent in the brand).

The evaluation uses the analysis of three group values.

For example, there may be a similar trademark of Solpaflex, an over-the-counter painkiller and anti-inflammatory drug:

- Functional benefits - relief of moderate pain of various origins (back pain, rheumatism, arthritis, osteoarthritis, neuralgia, headache, etc.), long-lasting effect and favorable dosage regimen - twice a day.;
- expressive (expressive) values - consumer or doctor of choice who uses or recommends only proven and well-known drugs;
- Core values - low risk of side effects when used compared to all other analogues in the group of nonsteroidal anti-inflammatory drugs.
- As for innovative prescription drugs, the manufacturer mainly focuses on promoting the functional properties of the brand:
- effectiveness: are the performance indicators of the innovative drug in a particular clinical and therapeutic group good, are there any benefits for the patient when using this drug;
- safety (relative): is the drug safe enough, are there serious side effects when using the drug, their frequency, the benefit/ risk ratio when using this drug compared to analog drugs;
- ease of use: is the dosage regimen of the drug convenient, is it convenient to use it, is there sufficient information for the correct use of the drug; thus, if the drug has a complex dosage regimen, unpleasant sensations occur when using the drug (unpleasant taste, pain when injected into veins, inconvenient form of tablets, making it difficult to swallow), absence or insufficient degree of problems with the patient's compliance with the treatment regimen;
- Cost-effectiveness: often the cost of a new drug is seen as an obstacle; this is due to the belief that the cost of a course of treatment with a new drug is always higher than the cost of a course of treatment with old analogues - but often this is not the case.

Unfortunately, many pharmaceutical companies relatively often do not move to other steps of the brand ladder, which includes expressive and central brand values that need to be conveyed to consumers and medical professionals. However, there are exceptions. The emphasis on expressiveness and central values in brand development is often used by companies producing antidepressants. Examples are Prozac (fluoxetine) from Eli Lilly, Paxil/Seroxat (paroxetine) from SmithKline Beecham and Effexor (venlafaxine) from American Home Products.

For example, let's focus on the drug "Effexor". Effexor is an innovative drug for the treatment of depression from the group of serotonin and norepinephrine reuptake inhibitors. By its chemical structure, it has no relation to any drug that has been used before. The emotional factor was used as the basis of the campaign to create an expressive brand value - not only the patient suffers from depression, but also his family, so often not only the patient with depression, but also his family

will need help. During the campaign, it was noted that people suffering from depression and their families were not alone. Effective help. These rules were used to create slogans for the advertising campaign of the drug "Effexor" - "my family has returned to me", "I saved my marriage", "my mom is with me again".

The Governments of the European Union States face a double problem: on the one hand, there is a need to provide high-quality and affordable medical care, taking into account the need to reduce health care costs, on the other hand, increased requirements for it. and increase the life expectancy of the population. The reason for the concern of the Governments of the European Union States is that health spending exceeds the growth of gross domestic product (gross domestic product). In this regard, some measures have been introduced in the States of the European Union that resemble a planned economy rather than a free self-regulating market. This is due to a large share of government intervention in the organization of medical care in the EU countries and a very low share of private companies in the financing of medical care.

There are two main systems of financing medical care in the States of the European Union. This applies to compulsory insurance (medical savings) or the Bismarck scheme - Germany, Austria. Another system is the social security system based on tax revenues (for example, the National Health System in the UK). Thus, there are two main forms of reducing the cost of medicines - limiting the budget for prescribing or controlling the cost of medicines (Italy, Spain).

The following mechanisms are used to limit the cost of medicines:

All this affects the process of creating brands in the pharmaceutical field and reinforces the trend of creating generic analogues - original drugs for which the patent protection of active substances has expired. Therefore, I would like to elaborate on such a phenomenon as universal substitution, which implies mechanisms for limiting the demand for medicines (in monetary form).

General substitution means issuing a prescription to the manufacturer of a generic drug. Such substitution is not always permitted by law.

There are three main systems for implementing a common replacement:

General replacement system. For each prescription issued for a drug (which can be replaced by a generic drug), a generic drug is issued. When using a generic generic replacement, a number of problems may arise, the essence of which is the problem of liability in case of side effects associated with replacing the original drug with a general-purpose drug. Especially often, undesirable effects may increase when replacing the original drug with a generic from clinical and pharmacological groups, such as antiepileptic drugs, beta-blockers, anticonvulsants, calcium antagonists. A fully mandatory general replacement can cause many problems in the relationships of all stakeholders, including serious damage to the health care system. Therefore, a fully mandatory general replacement is not widely used.

The system of prohibiting marks in the recipe. If the doctor objects to the replacement of any medicine specified in the prescription, he must make an appropriate inscription on the prescription. In this case, you can replace the drug in the absence of signs, but the doctor will be given the opportunity to prevent the replacement.

The system of permissive notes in the recipe. The doctor should separately note whether he does not object to replacing the drug indicated in the prescription. In this case, there is no need to replace it with another drug, and the doctor is given the opportunity to decide whether such a replacement is acceptable.

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