CURRENT APPROACHES TO THE DEVELOPMENT AND IMPLEMENTATION OF THE CONCEPT OF DRUG IN THE MARKETING INNOVATIONS

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One of the key factors of the successful development of the pharmaceutical business is investment in innovations. Over 20% of all investments in the innovative development of the planet are made in the world pharmaceutical industry. They play an important role in building a healthy and productive society, as well as a sustainable and healthy economic system. Over the past 100 years, pharmaceutical innovations have made a significant contribution to the improvement of social well-being and economic growth. The increase in life expectancy during this period was largely due to the fact that new, improved treatment possibilities were introduced in the drug market.

In accordance with the Government approved Strategy for development of the pharmaceutical industry for the period up to the year 2020, it is planned that after 10 years domestic medicines will cover 50% of the market, 60% of them being innovative products. The fundamental factors for implementing innovations in Russia are as follows: an open dialog with the State, cooperation of Russian and international market players, an optimal procedure for registration and providing availability of drugs, as well as selecting the best ways to market innovative drugs. According to the leaders in the pharmaceutical industry, basing on the results of 2012 the Russian market is already approaching the global Top 10, being second in Europe only to Germany and Italy. The Russian pharmaceutical market is growing rapidly; together with Brazil and China, it demonstrates the fastest growth rate, while many mature markets have stalled their progress. As recently as 6–7 years ago, the share of public funds in venture capitals available to innovators accounted for more than 70%, whereas today it dropped to under 5%. In 2012, the Dow Jones VentureSource declared Russia the fastest growing venture capital market in Europe, and the fourth largest in terms of investments. Bloomberg ranked Russia 14th among the 50 most innovative countries in the world.

Research and practice have proven that for the product development process to be viable, it is imperative that it is focused on the pharmaceutical market [1]. Proceeding from the concept of innovative marketing, development and introduction of a new product is a step-by-step process of transformation of ideas into a product, and then into a commodity. Modeling the new drug launch process should be preceded by market research, which are its foundation. (Fig. 1)

The understanding of drugs as commodities should be based on specific types of commodity attributes:

— social (compliance with individual and social needs);
— functional (compliance with its function and consumption purpose);
— ergonomic (provision of convenient administration of the drug; rationality of the dosage form; rationality of packaging);
— anthropometric (compliance with the anthropometric characteristics of the human body, for example, the size of the oral pills);
— physiological (compliance with the physiological characteristics of the human body, for example, the isotonicity of eye drops with the fluid medium of the eye);
— psychophysiological (compliance with the peculiarities of the sensory organs, such as smell and taste of drugs);
— hygienic (compliance with the temperature, humidity and gaseous exchange parameters of the microbiological medium in the human body);
— psychological (compliance with the perception of the drug as a product capable of improving and strengthening health);

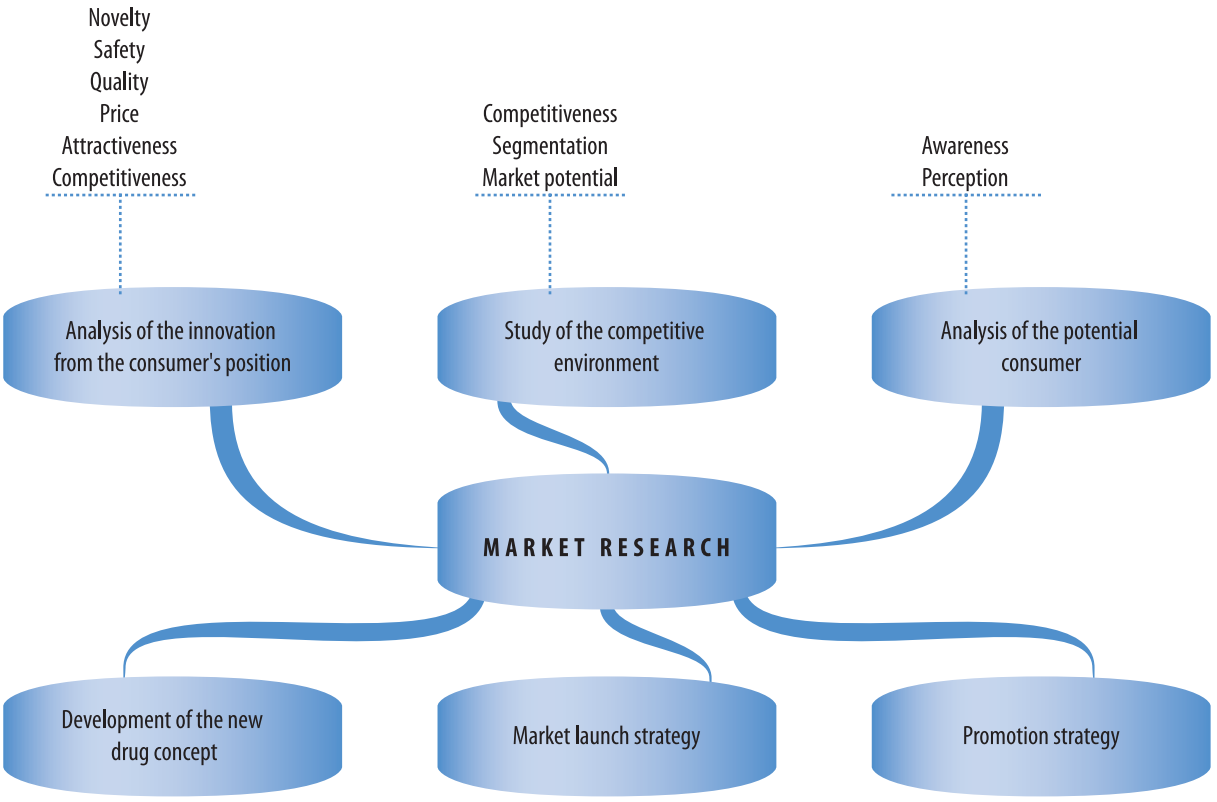
Novelty
Safety
Quality
Price
Attractiveness
Competitiveness
Competitiveness
Segmentation
Market potential
Awareness
Perception
Analysis of the innovation from the consumer's position
Study of the competitive environment
Analysis of the potential consumer
MARKET RESEARCH
Development of the new drug concept
Market launch strategy
Promotion strategy

Fig. 1.

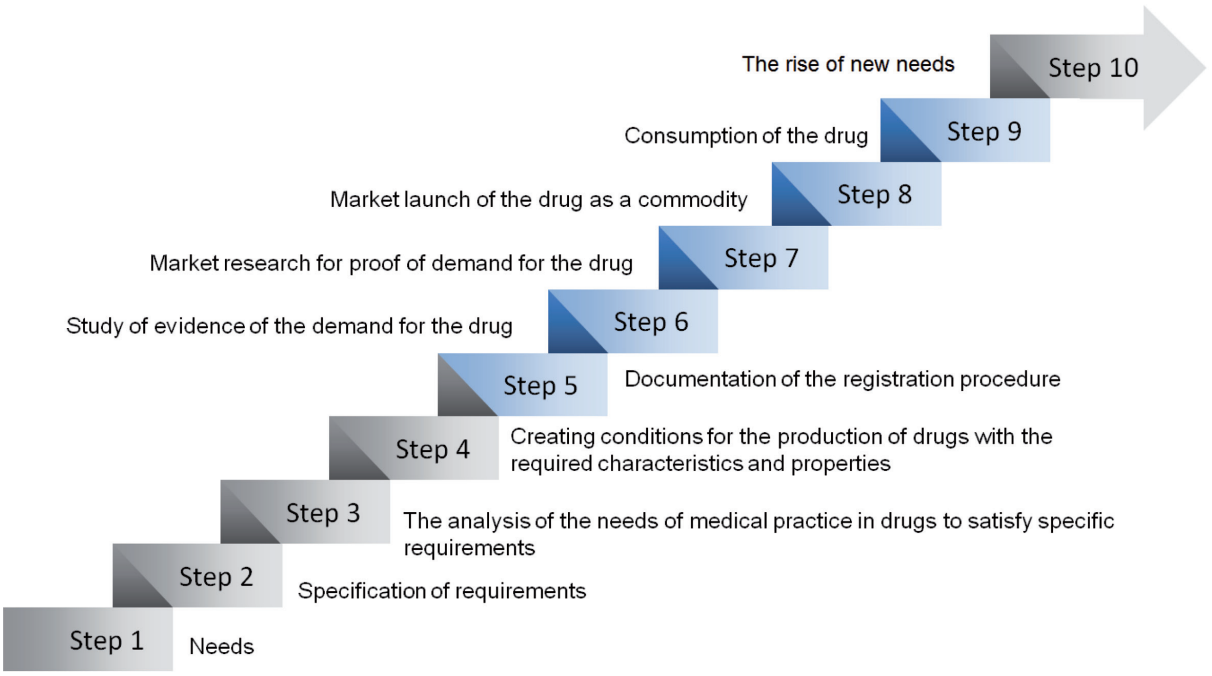
The rise of new needs
Step 10
Consumption of the drug
Step 9
Market launch of the drug as a commodity
Step 8
Market research for proof of demand for the drug
Step 7
Study of evidence of the demand for the drug
Step 6
Step 5
Documentation of the registration procedure
Step 4
Creating conditions for the production of drugs with the required characteristics and properties
Step 3
The analysis of the needs of medical practice in drugs to satisfy specific requirements
Step 2
Specification of requirements
Step 1
Needs

Fig. 2.

— aesthetic (compliance with aesthetic human needs, for example, the package design);
— ecological (compliance with the requirements of environmental safety during administration and storage);
— reliability (storability within the established shelf life);
— safety (physical — in terms of physical properties; chemical — in terms of the active substance; biological — in terms of organic origin) [2].

In earlier research conducted under the leadership of G.T. Glembotskaya, it was scientifically proved that the drug becomes a commodity, when, along with physical, chemical, and pharmacological properties, it acquires consumer characteristics and recognition of the intermediate users – demand [3]. Thus, the drug becomes a commodity, when it acquires elements of the marketing environment. If a drug successfully passes all the stages of development, trials, registration, formation of the marketing environment, then comes the stage of implementation, including mass production and market launch. We adapted an algorithm for assigning consumer characteristics to drugs (Fig. 2).

Under the current state of the pharmaceutical market, it is no longer enough to develop a safe and effective drug of optimum composition and available technology. In addition to these essential qualities, new drugs should be biosimilar to substances, original products, as well as have sufficient competitive advantages over existing drugs on the market. In considering the feasibility of launching an MP onto the market nowadays, the question inevitably arises not only about comparable equivalent efficacy and high safety, but also about affordability for the consumer. For the consumer, comparison of prices is an extremely important factor influencing the purchase, and this factor often determines his choice.

The proposed methodological approaches to rationalizing demand for new drugs were tested on the example of Depantol suppositories and Panavir eye drops. These approaches will receive further development in an ongoing study of the 'Organizational and technological rationale of the prospects for developing improved locally applied pharmaceutical forms as an individual approach to treatment in gynecological practice. The need of the gynecological practice in a new individual approach to treatment has been identified, and structural elements of the operational model of the approach have been developed.

Thus, the conceptualization of the process of launching a new drug is dynamic and constantly improving with account of the turbulent (changing) external conditions.

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