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BUSINESS COMMUNICATION IN THE PHARMACEUTICAL INDUSTRY

The pharmaceutical industry is one of the main components of the national economy of Ukraine. Providing pharmaceutical services involves serving a large number of clients, so business communication is an important component of this process. In pharmaceuticals, the ability to effectively communicate with customers, colleagues, and potential business partners is essential to ensure that quality products and services are delivered.

The communication process is the basis of the entire system of market relations and begins with the business communication mechanism. Therefore, in the conditions of a globalized world, the training of specialists in the field of pharmacy requires significant attention to be paid to this direction.

In Ukraine, there are almost no scientific studies devoted to the application of the theory of business communications in the activities of Ukrainian pharmaceutical enterprises. Just some of them cover this problem (Гарматюк & Автомеєнко, 2017; Кузьмін & Громошук, 2005). Because of this, there are no effective measures aimed at conquering the market and strengthening the position of domestic manufacturers in it.

Understanding the essence and nature of business communications makes it possible to use them more effectively. Business communication efforts should not be focused only on product promotion. At the same time, it is possible to use them for enterprise management, establishing long-term partnership relations between market entities, which gives greater prospects and profit.

The quality and safety of the medicines produced depend on the accuracy of communication between the different stakeholders involved in the production process. Communication between pharmaceutical companies and their customers is also essential for ensuring that customers have a positive experience and that their needs are met. As such, companies need to have effective business communication strategies in place.

The pharmaceutical industry has traditionally focused its communication efforts on its products and awareness of the diseases these drugs attempt to treat. The main goal is to convince the consumer to buy this particular product. This is the evidence of the manufacturer's desire to increase profits. In this regard, Ukrainian scientist S. Harkavenko states that the company communication policy should be aimed at interaction with all subjects of the marketing system (Harkavenko, 2002, 514).

The main goals of business communications of pharmaceutical enterprises are demand formation and sales stimulation. To do this, it is necessary to inform consumers about the manufacturer and its medicinal products; form a positive image of the pharmaceutical company; motivate consumers; actualize consumer needs; stimulate purchase; form brand loyalty; constant reminders about the company and its medicines.

Without effective communication, products and services of the company may not be understood, its messages may not be heard, and its goals may not be achieved. Business communication in the pharmaceutical industry is complex and multi-faceted and involves both verbal and written communication. Verbal communication includes face-to-face conversations, telephone calls, and video conferences. Written communication includes letters, emails, brochures, websites, and other marketing materials. The most important thing to remember when communicating in the pharmaceutical industry is to be clear, concise, and accurate.

Today, companies use advertising most actively, while other means of communication receive insufficient attention. An important area of promotion of

products on the pharmaceutical market includes the visits of company representatives, presentations, and seminars for pharmacists and doctors. It is also necessary to participate in medical exhibitions, various medical congresses, and symposia, to place products in drug directories (Arif, 2015, 234). Communication with end consumers should be carried out primarily with the help of advertising, public relations (interviews, public speeches of company representatives, organization of presentations and events with the participation of journalists, constant provision of materials about activities of the company in the mass media, involvement of scientists, doctors for indirect advertising) (Ahmed et al., 2014, 50). Influence on drug distribution companies and pharmacy chains must be carried out by such tools of business communication as personal sales and sales promotion.

For the successful application of business communication tools, the pharmaceutical industry needs highly qualified representatives who can competently convey information to people who make decisions about purchasing of medicinal products, distribution companies, doctors, and retail buyers.

Thus, the modern market of pharmaceutical products is complex, multifunctional, and multi-level. It has high growth rates of production and sales. The constant increase in competition in the pharmaceutical market of Ukraine requires enterprises to search for new ways to attract more consumers. Therefore, the development of the pharmaceutical industry requires the use of modern elements of business communications and the presence of highly qualified specialists with thorough knowledge in the field of business communications.

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