

Analysis of the activities of the Homeopathic Service of the Krasnodar Territory for the period 1997-2008.

O.A. Korvyakova, A.E. Oleinik

(Krasnodar Regional Center of Homeopathy, Krasnodar)

SUMMARY

The purpose of this study was to study the state and prospects for the development of the homeopathic method of treatment and the implementation of homeopathic medicines in the Krasnodar Territory. To determine the current situation, an analysis was made of the activities of the Krasnodar Regional Center for Homeopathy for the period 1997-2008. Medical and educational activities, the nomenclature of suppliers of homeopathic medicines, the range and structure of sold homeopathic medicines were studied, the composition of buyers was analyzed. The priority direction was the study of the production activities of the center, during which a tendency was revealed in the distribution of produced and sold homeopathic medicines among doctors, hospitals and the population of the region. Analysis of statistical data showed that the homeopathic method of treatment is developing rather steadily on the territory of the Krasnodar Territory, the demand for homeopathic preparations is growing, but there is a redistribution of their implementation from medical practitioners towards various groups of the population. The decrease in the demand for homeopathic medicines in medical institutions of the Krasnodar Territory is due to the fact that homeopathic medicines are not included in the standards of treatment in hospitals and clinics in Russia.

Key words: homeopathy, homeopathic method of treatment, pharmaceutical market, production of homeopathic medicines.

In modern socio-economic conditions, rapid changes in the external environment of the pharmaceutical market, the increasing role of regional and territorial drug supply management bodies and a number of other factors necessitate a constant search for new optimal approaches to drug supply. The main directions of state policy in the field of drug assistance to citizens is guaranteed, including on preferential terms, drug provision of outpatient and inpatient care within the framework of federal and territorial programs of state guarantees, the introduction of state formulary in the standards of medical care. However, the practical implementation of health care reform,

In this regard, it is necessary to more widely use the available arsenal of medicines, including homeopathic ones, as one of the alternatives for the treatment of a number of diseases [1, 2].

The effectiveness of homeopathic medicines for many diseases and conditions, an individual approach to the patient, the absence of side effects and the relative cheapness of homeopathic medicines make homeopathy one of the most important areas of modern medicine and requires its integration into the sphere of national health care [3, 7]. As of the beginning of 2009, more than 2 thousand homeopathic preparations were registered in Russia. There are 14 domestic manufacturers of homeopathic medicines on the Russian market, among foreign there are 17 companies, mainly (9 representatives) from Germany [6].

The assortment of homeopathic medicines, differing in the form of release, is even more diverse. The majority of homeopathic medicines are produced in granules (65.2% of all registered in Russia), and many medicines are also produced in the form of drops for internal and external use (including eye drops) - 25%; homeopathic tablets occupy 4.7%, ointments - 1.8%, solutions (including for injections) - 1.1% and about 2% falls on other forms: suppositories, oils, opodeldoks, syrups, sprays, pills and tinctures [8]. The share of homeopathic medicines in the sales volume is still small and amounts to about 2.0%. This situation is observed in the country as a whole [9].

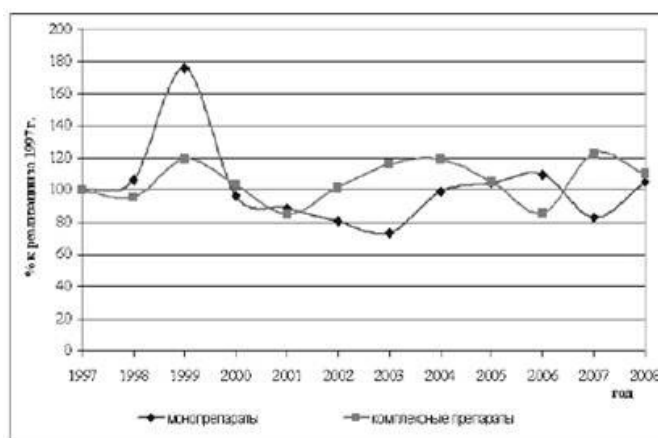
The object of our research is the situation on the homeopathic market of Russia in the Krasnodar Territory. There are 8 main suppliers of homeopathic medicines in our region.

medicines. It should be noted that the companies supplying the pharmaceutical market of the Krasnodar Territory, in the assortment of which there are homeopathic medicines, are either branches of well-known national distributors (SIA, Protek, Katren, Apteka-Holding), or medium and large interregional and regional distributors. Of the national wholesale companies, SIA International is the most widely represented - 5.04%; Protek - 1.27%; Katren - 1.25%; Pharmacy Holding - 0.48%. Analysis of sales volumes in value terms showed that with an increase in the total turnover of pharmacy organizations in the Krasnodar Territory (on average by 26% annually), the growth in turnover of homeopathic medicines has increased since 2006 by an average of 45% [2, 5].

In the Southern Federal District, the homeopathic service of the Krasnodar Territory is engaged in the implementation of the homeopathic method of treatment in practical health care, which includes a multidisciplinary center of homeopathy, which makes it possible to manufacture homeopathic medicines, sell them, engage in medical activities and training. The Homeopathic Service is represented by a homeopathic wholesale company "Vitex", a polyclinic department, an industrial pharmacy of the Krasnodar Regional Center for Homeopathy and ready-made pharmacies.

The training of pharmacists is carried out on the basis of the Kuban State Medical University and the Pyatigorsk State Pharmaceutical Academy. The homeopathic method of treatment is actively used by doctors in the sanatoriums of the Krasnodar Territory.

The Krasnodar Regional Center for Homeopathy (KKHC) has been producing homeopathic medicines, both single-component and complex, for more than 18 years. As part of the production activities of the Center, a study was carried out, during which the goal was set, to identify the trend in the distribution of dispensed homeopathic medicines among doctors, hospitals and the population of the region. The first stage of the study showed that for the period from 1997 to 2008 the volume of production and sales of RTU drugs changed insignificantly. The result of the analysis is clearly shown in Fig. 1.



Rice. 1. Realization of one-component and complex homeopathic preparations in 1997-2008

Taking the volume of sales of homeopathic medicines in 1997 as 100%, we get two curves of demand distribution for mono-drugs and complex drugs over 12 years.

First of all, there is an increase in the sale of monopreparations in 1998-1999. - up to 176% and a decline to the previous indicators in 2000, with a subsequent decline within three years to 73% in 2003. Then the initial level of 1997 is reached and then the result deviates by $\pm 10\%$.

In a number of complex drugs, there is also no pronounced trend towards an increase or decrease in demand for products. The maximum level of sales was achieved in 2007 and amounted to 123% in relation to 1997. A drop in demand for complex FPP to 85% was noted in 2001 and 2006. At the next stage, the distribution of sold drugs was carried out according to the following criteria:

- Extemporal formulation;
- intra-pharmaceutical preparation.

When analyzing one-component FPP, the following was revealed: the ratio of drugs prepared in the form of an intra-pharmaceutical preparation and an extemporal formulation for 2005–2008 averages 67.2% to 32.8%.

When analyzing complex preparations, it was found that during this period, 84.85% of complex preparations and 15.15% in the form of an extemporal formulation were produced on average in the form of an intra-pharmaceutical preparation, while deviations from the average do not exceed $\pm 3.5\%$ per year.

Such a high percentage of extemporal formulation is associated with several reasons and, first of all, with a wide range of FPPs produced by KKCH.

At the third stage, the composition of KKTsG buyers was analyzed. They were divided into the following groups:

- Prescription Department of the Regional Homeopathic Pharmacy of the Krasnodar Territory;
- individual orders of homeopathic doctors who have an appropriate license;
- the requirements of medical institutions;
- homeopathic departments of pharmacies.

In the Krasnodar Regional Center for Homeopathy, the distribution of sold homeopathic medicines is as shown in table. 2.

Table 1

Distribution of RTU drugs sold in 2005–2008

Год	2005		2006		2007		2008	
	монопрепараты	комплексы	монопрепараты	комплексы	монопрепараты	комплексы	монопрепараты	комплексы
Внутриаптечная заготовка	57,6 %	82,6 %	63,9 %	85,9 %	73,0 %	88,3 %	74,2 %	82,6 %
Экстемпоральная рецептура	42,4 %	17,4 %	36,2 %	14,1 %	27,0 %	11,7 %	25,8 %	17,4 %

table 2

Distribution of RTU drug sales in 2005–2008

Год		2005	2006	2007	2008
Индивидуальная рецептура РПО	монопрепараты	41 %	47 %	36 %	51 %
	комплексы	57 %	51 %	57 %	56 %
Индивидуальные заказы ЧПВ	монопрепараты	9 %	9 %	12 %	3 %
	комплексы	2 %	1 %	1 %	1 %
Гомеопатические отделы аптек	монопрепараты	37 %	29 %	39 %	35 %
	комплексы	32 %	33 %	31 %	33 %
Лечебно-профилактические учреждения	монопрепараты	13 %	15 %	13 %	11 %
	комплексы	9 %	15 %	11 %	10 %

From those given in table. 2 data shows that the percentages of buyers over the four-year period remain at the same level with minor fluctuations in the amount of $\pm 8\%$. The maximum deviation from the average has been observed in the group of individual formulations for monopreparations for the last two years. In 2007, the sale of one-component FPP through RPO amounted to only 36% of the total number of monopreparations, and in 2008 it increased to 51%, while the average indicator in this series is 44%. For complex drugs dispensed through the RPO, the average rate was 55%. All other buyers maintain a more pronounced stability for 4 years. For orders from private practitioners, the average value for monopreparations is 8% and for complex FPP - about 1%.

The percentage for homeopathic departments of pharmacies averages 35% per year for single-component preparations and 32% for complexes of total sales for the year.

Treatment-and-prophylactic institutions account for 13% of the sale of monopreparations and about 11% of the sale of complex FPP on average for the period from 2005 to 2008. The outpatient department of the KKCH is represented by seven homeopathic doctors, the work uses diagnostics on R. Voll's apparatus and pulse-hemoindication.

The most popular is a unique examination method - pulse hemoindication, based on the analysis of measurements of blood flow parameters. Average number of visits per day to

one doctor using this equipment in practice is 7 people. The time of admission to one patient is one hour.

According to the established tradition, the homeopathic method of treatment is widely used in the sanatoriums of the resort city of Anapa. In the sanatorium "Rus" homeopathic preparations have been used since 1994, in combination with other methods of treatment: endoecological cleansing of the body, climatotherapy, balneophysiotherapy.

In spa practice, homeopathic medicines are more often prescribed in acute situations: ARVI, acute otitis media, tonsillitis, bronchitis, acute allergic reactions, reactions to insect bites, sunburn, trauma, and indigestion. In the treatment of acute respiratory viral infections, the complexes of the Krasnodar Regional Center of Homeopathy have proven themselves well: antigrippin, No. 36 - for dry cough, No. 37 and No. 74 - for asthmatic bronchitis, No. 53, 54, 95, 96 for inflammatory diseases of various etiologies, No. 30 and No. 101 for allergic conditions. The use of the anti-inflammatory effect of homeopathic drugs in the treatment of acute pathologies (otitis media, tonsillitis, infected wounds, sinusitis) can drastically reduce the frequency of antibiotics and sulfa drugs and ensure rapid recovery [4].

Laboratory studies show that the normalization of the blood picture is the same as when using antibiotic therapy without side effects and complications of the latter. The method of calculating the index of intoxication, which is expressed in relation to the number of lymphocytes to the sum of indicators of stab and segmented neutrophils, is used as an objective criterion of cure. Its normalization when using homeopathic medicines is a criterion for the effectiveness of the homeopathic method of treatment.

In the Goryachiy Klyuch sanatorium, the homeopathic method has found application in the treatment of patients with diseases of the musculoskeletal system and respiratory organs.

To enhance the therapeutic effect, increase its resistance and duration, an additional prescription of complex homeopathic medicines from the Krasnodar Regional Center for Homeopathy and the "HEEL" company, containing several medicinal preparations of plant and animal origin, was carried out for 5 years. Their main focus is to activate the body's own defenses. During the observation period, there is a significant therapeutic effect from the use of these drugs in the form of a quick relief of pain, a decrease in edema, and an increase in the volume of the patient's motor activity. At the same time, there is a reduction in the timing of the onset of the above effects in comparison with the use of only the natural factors of the resort.

And also an urgent problem is the provision of assistance to patients with concomitant pathology of the upper respiratory tract, incl. with chronic obstructive bronchitis. All patients with inflammatory diseases of the respiratory and nasopharynx organs were prescribed the homeopathic drug "Immunostim" (complex No. 117) during the sanatorium course of treatment, as having an immunostimulating and antitoxic effect, as well as being an adaptogen in asthenic conditions and increasing the body's resistance to unfavorable environmental factors ... Immunostim is also recommended for all patients of the sanatorium for the prevention and treatment of acute respiratory infections and influenza in the autumn-winter season.

The use of the above methods has significantly improved the quality of the treatment carried out in the Goryachiy Klyuch sanatorium.

Homeopathic medicines are successfully used in the spa treatment of vacationers in Sochi.

In the Krasnodar Territory, advanced training courses for doctors "Fundamentals of Homeopathy" are conducted by the Kuban State Medical University at the Department of Geriatrics. Pharmacists and pharmacists gain knowledge about the homeopathic method of treatment during the certification cycle conducted by the Pyatigorsk State Pharmaceutical Academy, and in the process of training at the pharmaceutical faculty of the Kuban State Medical University. The KKTsG is seriously engaged in scientific work. In the near future, 8 scientific papers will be prepared for the defense for the degree of candidate of pharmaceutical and medical sciences.

Based on the foregoing, the following conclusions can be drawn. The homeopathic method of treatment is steadily developing on the territory of the Krasnodar Territory. At the same time, there is a redistribution of the sale of homeopathic medicines produced by the Krasnodar Regional Center for Homeopathy, from medical practitioners working in hospitals and clinics, towards population groups that once received a doctor's prescription and saw the effect of

the action of the drug for a particular disease and who came to continue treatment on their own. The decrease in the demand for homeopathic medicines in the medical institutions of the Krasnodar Territory is primarily due to the fact that homeopathic medicines are not included in the standards of treatment in hospitals and clinics in Russia. If, before the official approval of treatment standards, almost all municipal medical institutions in Krasnodar used homeopathic medicines, primarily those produced by the Krasnodar Regional Center for Homeopathy, at present the KCCG has contracts only with private practicing homeopathic doctors and private medical centers.

For a more successful implementation of the homeopathic method in practical healthcare in Russia, in our opinion, it is necessary to create a regulatory framework for the production, control, circulation and use of homeopathic medicines, which would take into account the homeopathic specificity.

Literature

1. Korvyakova O.A., Kiseleva E.V., Nedobega E.I. The place of homeopathic pharmacy in the system health care and its definition // Topical issues of homeopathy - the place and possibilities of the homeopathic method in practical health care: Materials of the XVIII scientific-practical conference on June 27-28, 2008 SP., 2008. S. 34-36.

2. Protsenko Yu.V. Marketing research of the regional homeopathic market medicines on the example of the Krasnodar Territory. - Abstract. - Pyatigorsk, 2009. -- 25 p.

3. Korvyakova O.A., Kiseleva E.V. An integrated approach to the development of regulatory documents for the production of matrix homeopathic tinctures // IV Russian Homeopathic Congress: collection of scientific papers October 24, 2009 - M., 2009. - P. 81-82.

4. Kiseleva T.L., Konde L.A., Korvyakova O.A. and others. Homeopathy - our natural doctor: Guidelines for the use of complex preparations for homeopathy. - M., 1996. -- S. 88.

5. Korvyakova O.A. Theoretical and methodological approaches to drug management provision of homeopathic medicines to the population and health care institutions (on the example of the Krasnodar Territory). // Dissertation for the degree of Doctor of Pharmaceutical Sciences. - Pyatigorsk, 2002. -- 440 p.

6. Kostennikova Z. P., Akashkina L. V., Ostrovsky A. Z. Introduction to Homeopathic Pharmacy. - M.: Similia, 2003. -- 2008 p.

7. Kostinskaya N.E. Problems of harmonization of the homeopathic remedies market in European countries // Pharmacist. - 2001. No. 10. - S. 23-25.

8. Lopatinskaya O.I. Current state and prospects for improving technology, standardization and provision of the population with homeopathic remedies // Dissertation for the degree of candidate of pharmaceutical sciences, Lviv. -2002. - 158 p.

9. Analysis of the dynamics of sales of homeopathic medicines in the pharmaceutical market Krasnodar Territory // Development, research and marketing of new pharmaceutical products: collection of articles. scientific. tr. Pyatigorsk State Medical Academy. - Pyatigorsk, 2007. - Issue. 62. - 698-700 p.

Author's address

Oleinik A.E.

LLC "Krasnodar Regional Center for Homeopathy" 350063, Krasnodar, st. Krasnaya, 28

krasnhom@ail.kubtelecom.ru