

Green Cross  
International pharmaceutical awards

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### **Green Cross Third International Pharmaceutical Awards will start on the 1<sup>st</sup> of April**

The press conference on the start of the professional awards in pharmacy community, III International pharmaceutical Green Cross Awards took place on March 28, 2017. Over the next few months, the members of the Awards' Expert council and the representatives of the pharmaceutical community will select the best pharmacies and pharmacy chains, distributors and manufacturers, brands and professional media. As always, Green Cross Awards will become the most important event of the year for the pharmaceutical community.

The company Grindex Rus Ltd became the press-conference's general sponsor, supported by the companies SANTA SNG Ltd and NIARMEDIC PLUS Ltd.

The press-conference was opened by the Chairman of the Awards organizing committee **Garik Tadevosyan**. He presented the members of the Organizing committee: "The Awards Organizing committee includes the representatives of the most prominent analytical companies in our country: Alpha Research & Marketing, DSM Group, GfK, QuintilesIMS, RNC Pharma, Romir, and Mediascope. The world's largest audit company Deloitte will control all the stages of the awards, verify and validate the results of the voting."

The speaker mentioned the awards' most important goals and objectives:

- Popularization and promotion of the professions of pharmacist and pharmaceutical chemist in the context of the society and State paying more attention to people's health and quality of healthcare;
- Selection, recognition and rewarding the best, most successful and efficient representatives of the pharmaceutical community for their contribution to the development of open organized market of pharmaceutical products and meeting high standards for the quality of products and services;
- Revival and support of a pharmacy's role as socially significant healthcare institution. Encouraging aid and support for socially and economically disadvantaged groups of people, encouraging and developing pharmacy institutions' social activities;

Having described the most important features of the awards, Garik Tadevosian turned the floor over to **Julia Nechayeva**, Head of strategic research department of the analytical company **DSM Group**, who gave the presentation "New reality. Pharma 2016."

"In 2016, the pharmaceutical market grew by 6.7%, which is still lower than the average market growth rate over the last 5 years. Medicinal products prices incurred the inflation of 5.0%, similar to the consumer price index (5.4%). The pharmaceutical market's commercial segment began growing only in the second half of 2017, with over-the-counter medicinal products as the growth driver. Generic products' share is growing, amounting to 64% in rubles. The domestic products' share also continues to grow.

In the first two months of 2017, the market grew by almost 17%. However, taking into account the rather strong second half of 2016, it will be difficult to keep the growth rate from declining. By the company's forecast, pharmaceutical market will grow by approximately 10% in 2016."

**Pavel Raschupkin**, Director of Analytics at RNC Pharma, continued the subject of the development of pharmacy and distribution segments of the pharmaceutical market, in his presentation "The State of the Commodity Chain."

"The consolidation of the wholesale and retail segments of the pharmaceutical market continues. The TOP15 distributors had an 81% share in 2016, and the pharmacy chains accounted for 27.9%. The share of marketing associations is also growing. They include approximately 10% of independent pharmacies and small pharmacy chains."

According to RNC Pharma, the pharmaceutical market will grow by approximately 11% in 2017.

The presentation made by **Tatyana Litvinova**, Deputy General Director of **Alpha Research & Marketing**, briefed the press conference participants on the pharmacy chains forming the retail segment of the pharmaceutical market.

"The number of pharmacy institutions increased by 4% in 2016, crossing the threshold of 60,000 pharmacies. The pharmacies' revenues are growing rapidly." The structure of pharmacies by regions of the Russian Federation, the average purchase amount, the turnover and the ratings based on the results of 2016 were discussed in detail. According to the company's forecasts, the pharmaceutical market will grow by approximately 6% in 2017.

**Marina Schepotinenko**, Director of Customer Relations at **GfK**, made a presentation on buyers' and pharmacists' behavior in chain pharmacies and individual pharmacies.

"Among the purchase drivers, previous experiences of a product use, as well as pharmacists' and doctors' advice are still the most important ones. However, the proportion of the first two drivers is growing, while the share of physicians' advice is decreasing. The pharmacy chain *Vita* is the leader with the greatest share of pharmacists' recommendations, while the pharmacy chain *Socialnaya Apteka* has the largest share of physicians' advice.

Consumers' spendings on medicinal products are growing, accounting for approximately 4 to 5% of a households' budget. In Moscow, consumers spend the most (about 19,000 rubles), while the North Caucasus has the lowest amount of spending (13,000 rubles).

"Enthusiasts / hedonists" and "senior citizens" are the most active buyers of medicinal products. The share of "enthusiasts" in spending is the highest in Moscow, while in the Urals, senior citizens spend the most.

The costs of promotion are growing in pharmacies, as well as their share in the overall promotion portfolio, in particular, the increase in costs for generics and OTC drugs. The pharmacy chains' expenses are growing and redistributing towards promotional events and programs. However, the costs for personal visits are decreasing.

The buyers themselves, their social status, as well as reasons and purposes of their purchases also differ significantly for different pharmacy chains, which should be taken into account.”

Head of the clients division of the company **Romir, Svetlana Polikanina** completed the analytical part of the press conference, presenting a large-scale public opinion research by an expert of the pharmaceutical industry “Rating of influence for 2016.”

The methodology of the study and its results were presented. *Pharmstandart* was acclaimed as the best domestic company, and *Bayer*, the best foreign one. The pharmacy chain *Rigla* won in the category of pharmacy chains, and *Protek* was recognized as the best distributor.

Then **Garik Tadevosyan** continued his speech, characterizing the awards. The nominations are divided into 5 categories. Most of the nominations are related to the activities of pharmacies and pharmacy chains, but distributors, pharmaceutical companies and professional media will not be forgotten either. The awards promise to be the most representative. Even now, the Expert Council includes about 500 executives and leading experts. It is very important that pharmacies’ staff will also be able to participate in the selection of the best representatives: a separate voting will be set up for them on the awards’ website **[www.green-cross.pro](http://www.green-cross.pro)**.

Special attention will be paid to the transparency and openness of the awards: the results of all voting stages will be posted on the website. I would like to emphasize the strict requirements for ensuring the objectivity and accuracy of voting results. The independent audit of the award will be provided by the world’s largest auditing company Deloitte.

The voting will start on the 1<sup>st</sup> of April, when both the members of the Expert Council and all other members of the pharmacy community will be able to vote on the awards’ website.

#### **Categories and nominations of the award:**

##### **Pharmacy chains:**

- Pharmacy chain of the year
- Social project of the year
- Dynamics of the year
- Innovation of the Year
- Employer of the Year
- Pharmacy of the Year
- Accessible environment

##### **Person of the Year**

- Head of the pharmacy chain
- Functional Manager
- Pharmacy worker

##### **Voice of the Industry**

- Print publication of the year
- Electronic media
- Journalist of the Year

### **Company of the year**

- Pharmaceutical company
- Distributor of medicinal products

### **Medicinal product of the year**

- OTC drug
- Dietary supplement
- Cosmetic product
- Medical product
- Home Brand

The main stages of the awards were also announced at the press conference:

#### **FIRST STAGE – April 1 to June 30, 2017**

- Collecting applications from participants: April 1 to June 23, 2017
- Voting of the Expert Council: April 1 to June 16, 2017.
- Voting of the pharmacy community: April 1 to June 16, 2017
- Audit of voting results: June 17 to 30, 2017.

#### **SECOND STAGE – July 1 to August 31, 2017**

- Voting of the Expert Council: July 1 to August 31, 2017
- Voting of the pharmacy community: July 1 to August 31, 2017
- Audit of voting results: September 1 to 15, 2017.

#### **THIRD STAGE: October 3, 2017**

- Award Ceremony for the winners: October 3, 2017.

In conclusion, the Chairman of the Organizing Committee of the Awards thanked all those present for their interest in the project. "I would like to encourage all the pharmacy chains to be more actively involved in the awards activities. In just a week, on April the 1<sup>st</sup>, the voting will begin on the Awards website. We hope very much for the support of pharmaceutical companies in organizing this large-scale event that is crucial for the pharmacy community. So, on April 1, 2017, the professional awards of the pharmacy community specialists, the international pharmaceutical Green Cross Awards will get started."

To receive detailed information about the awards and read the press conference proceedings, please visit the Awards website [www.green-cross.pro](http://www.green-cross.pro)