

**MODERN APPROACHES TO THE DIAGNOSIS OF ALLERGIC RHINITIS**

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**Abstract**

According to medical statistics, data from the World Health Organization (WHO), allergic rhinitis (AR) affects up to 30% of the world's population. In recent years, the prevalence of allergic nosologies has increased significantly, which is an acute socially significant problem, causing discomfort (swelling and itching of the eyes, nasal congestion and runny nose, difficulty breathing, periodic headaches), changes in appearance and decreased self-esteem, decreased productivity of workers. There are studies confirming that autoimmune diseases and bronchial asthma can develop against the background of chronic AR. In Uzbekistan, the prevalence of allergic diseases, according to long-term monitoring by the State Scientific Center "Institute of Immunology", reaches 35% of the number of patients seeking treatment with various symptoms, including acute respiratory viral infections, depending on the climatic and geographical conditions of the regions. However, according to some authors, the presented statistical indicators are underestimated, since they do not include the number of patients self-medication. Antihistamine drugs (AHDp) are traditionally used to treat AR, but at the same time, there are scientific publications confirming the effectiveness of using enterosorbent and homeopathic drugs (LP). Various dosage forms (DF) of release and dosage of LP affect the change in prices and solvent demand, which confirms the need to study the segment of these drugs in the modern pharmaceutical market (PM), as well as to determine the information needs of intermediate and final consumers for rational prevention and therapy of AR. The degree of development of the research topic. Problems of drug provision of the population with upper respiratory tract diseases of allergic genesis, through the development of various regional organizational and methodological approaches, having carried out scientific research. The named studies included ways to optimize consumption and provide patients with allergic diseases only with AHDp. It should be emphasized that domestic scientists have previously

not thoroughly considered the possibilities of enterosorption in relation to the complex therapy of AR. Studies on drug provision for patients with this allergic disease have not been conducted in Uzbekistan before, although the developed agricultural sector of the economy contributes to widespread allergen pollution in the region. Resort towns in the region have year-round health resort complexes where patients from many regions of the country undergo treatment. It should be emphasized that the long period of pollen-producing plants bloom provokes the emergence and development of AR in both local residents and vacationers. Until now, no studies have been conducted in the region on the economic aspects of consumption of these groups of drugs and the information needs of end and intermediate consumers in the context of analyzing consumer preferences when choosing antihypertensive drugs and over-the-counter enterosorbents for the prevention and treatment of AR. All of the above indicates the relevance of a comprehensive analysis of drug provision for adult patients with AR for its subsequent optimization, as well as ensuring the most effective and safe pharmacotherapy. This helped us formulate the goal and objectives of this work.

**The aim and objectives of the study:** development and scientific substantiation of the concept of improving drug provision for adult patients with AR at the outpatient stage of treatment. To study the state and problems of pharmacotherapy of patients with allergic rhinitis using antihistamines and enterosorbent drugs; - to study the factors influencing the use of enterosorption in the treatment of allergic rhinitis using SWOT analysis; - to analyze the physical and economic availability of antihistamines and enterosorbent drugs in the Caucasian Mineral Waters region; - to analyze the range of homeopathic medicines used for the treatment of AR in retail pharmacy organizations (JSC) of the Caucasian Mineral Waters; - to establish, using a sociological survey, the information needs of patients, pharmacists, allergists and therapists and to evaluate, based on an expert assessment, their preferences in choosing medicines used to treat AR.

**Research results:** The reliability of the obtained results is explained by the choice and adequate application of a set of modern scientific methods, a sufficient amount of information and sample populations, as well as extensive testing of intermediate and final research results during 2016-2022. The main results of the study were reported and discussed at the International Scientific and Practical Conference "New Science: Theoretical and Practical View" and the National Congress "Man and Medicine"; the Interregional Scientific and Practical Conference "Marketing Research to Improve the Provision of Medicines to the Population and Medical Organizations"; the International Scientific and Practical Conference "In the World of Science and Innovation"; the International Scientific and Practical Conference "Modern Technologies in the World Scientific Space"; the V All-Russian Scientific and Practical Conference of Young Scientists "Interdisciplinary Interaction in the Process of Training Pharmaceutical Specialists in Rational Pharmacotherapy Based on the Principles of Enterosorption ". According to literary and statistical data, a huge number of cases and a variety of allergic reactions, a constant increase in the number of registered diagnoses all over the world indicate the presence of a problem of allergic diseases of the population. Other scientists have noted a high prevalence of allergic reactions among the population of any age and gender in economically developed countries of the world, including the Russian Federation, which makes allergic diseases a serious medical and social problem of a global nature. General environmental pollution, a significant increase in urbanization and, as a consequence, a decrease in the quality of the environmental situation are of great importance in the development of allergic reactions, which is emphasized in their studies by domestic and foreign scientists. Allergic diseases are an unpredictable, dangerous phenomenon. The population is more than 2.8 million people, including 1 million residents. According to research, the intrazonality of allergic diseases and reactions on the territory is listed within 27 to 40% of the population and is associated mainly with allergic rhinitis. Along with this, the incidence of hay fever is 38% of the population, that is, it is a very common diagnosis. It is important to note that the true incidence of AR does not correspond to the rates of patient visits to the doctor, since many patients do not take this nosology seriously. The most common

manifestation of allergy is allergic diseases of the upper respiratory tract. In particular, S.V. Zaikov and other scientists note that the main allergens in the patient's environment are household dust, plant pollen, which are quite difficult for allergy sufferers to protect themselves from. AR is a serious disease that requires careful pharmacotherapeutic monitoring not only by the doctor, but also by the patient. This disease has a negative impact on the patient's life: sleep is disturbed, causes constant irritation or apathy, interferes with full performance and learning, which negatively affects the patient's productivity as a social unit of society. The extreme danger of this nosology also lies in the possibility of the disease developing into more severe forms, such as year-round chronic AR, nasal polyps and bronchial asthma. Based on the risks that AR carries, the patient is not recommended to self-medicate, but should immediately make an appointment with a doctor. The main cause of any allergic reaction is the penetration of allergens into the patient's body, contributing to tissue and organ damage. N.G. Astafieva and colleagues note that the mechanisms of allergic reactions are caused by the activation of mast cells to various irritants. Foreign scientists have found that important reasons are the state of housing conditions and the general psychosocial health of patients. In their studies, domestic scientists reflect that almost any substance of protein nature can act as an allergen: house dust, plant pollen, wool and waste products of animals, drugs, chemical elements, as well as other components encountered in everyday human life.

### **Conclusions:**

The current possibilities and aspects of information and drug assistance to patients with AR were determined, which made it possible to formulate a working hypothesis and substantiate a methodological approach to the analysis and improvement of pharmacotherapy of patients using antihistamines, enterosorbents and homeopathic drugs (LS); using SWOT analysis, the factors influencing the use of enterosorption in the therapy of AR were established, the following were proven: the possibility of treating several nosologies, the presence of drugs in the WHO list and in the list of vital and essential drugs, the presence of minor side effects, safety of use and increased effectiveness of pharmacotherapy; based on the results of expert

assessments, using ABC and VEN analysis, the most effective lists of antihistamines and enterosorbents used in the therapy of AR, recommended for permanent availability in the assortment of retail joint-stock companies were formulated and substantiated; The range of homeopathic medicines manufactured directly in the laboratories of retail homeopathic networks of the KMV has been determined for the prevention and complex treatment of AR.

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