

CONTENTS

RESTORATION AND DEVELOPMENT OF A SUSTAINABLE NATIONAL MODEL OF THE HEALTHCARE INDUSTRY IN UKRAINE

Chapter 1

IMPLEMENTATION OF MEDICAL TECHNOLOGY ASSESSMENT IN UKRAINE (Hryshchuk S. M.)	2
1. International experience of using MTA.....	3
2. Existing practices of MTA application in Ukraine, their advantages and disadvantages.....	7
3. Main barriers and problems of MTA implementation in Ukraine.....	10
4. Perspective directions of MTA development in Ukraine.....	14

Chapter 2

JUSTIFICATION OF IMPROVING THE FUNCTIONAL AND ORGANIZATIONAL COMPONENTS AVAILABILITY OF CHILDREN'S OPHTHALMOLOGICAL CARE IN UKRAINE (Denysiuk L. I., Povietkina T. M.)	23
1. Prerequisites and regional features of forming material, technical and personnel support for the provision of ophthalmological care to children.....	26
2. Justification of the feasibility of improving the functional and organizational components of providing ophthalmic care to children.....	29

Chapter 3

PSYCHOPHYSIOLOGICAL DIMENSION OF COMBATANTS' REHABILITATION (Zaitsev D. V.)	37
1. Primary diagnoses in combatants during the rehabilitation phase (2014–2023).....	38
2. Nonspecific adaptive reactions in combatants during comprehensive rehabilitation processes.....	41
3. Functional status of regulatory systems in combatants throughout the course of comprehensive rehabilitation.....	44

Chapter 4

MOTHER AND CHILD HEALTH CARE IN UKRAINE

(Marichereda V. H.).....	55
1. The system of providing perinatal care in Ukraine	57
2. Analysis of key indicators of perinatal care in Ukraine	63
3. Ways of development of perinatal care in Ukraine	66

Chapter 5

EMOTIONAL BURNOUT IN HEALTHCARE FACILITIES AND ITS PREVENTION

(Oprya Ye. V., Yermuraki P. P., Chernova T. M.).....	74
1. Definition of emotional burnout and its manifestations	76
2. Health consequences of burnout	79
3. Connection between burnout and personality traits	81
4. Emotional burnout and professional deformation of healthcare workers	84

Chapter 6

THE CURRENT STATE OF PERINATAL CARE: ANALYSIS OF GLOBAL AND NATIONAL PRACTICES

(Orabina T. M.).....	91
1. Analysis of global approaches to providing perinatal care	93
2. The system of providing perinatal care in Ukraine	104

Chapter 7

ASPECTS OF STRESS MANAGEMENT AND WAYS TO OVERCOME PROFESSIONAL BURNOUT OF HEALTHCARE WORKERS (Rudinska O. V., Krasilenko T. M.) **114** |

1. Theoretical aspects of professional burnout	114
2. Practically oriented studies of the syndrome of professional burnout	117
3. Adaptive anti-crisis model for overcoming professional burnout of medical workers	121

Chapter 8

IMPACT ANALYSIS OF THE IMPLEMENTATION OF THE INTEGRATED MANAGEMENT OF CHILDHOOD ILLNESS STRATEGY ON THE QUALITY OF PRIMARY HEALTH CARE FOR CHILDREN

(Starets O. O., Khimenko T. M., Pyrogova A. S.)	127
1. Standards for improving the quality of care for children and young adolescents in health facilities.....	129
2. Compliance of the integrated management of childhood illness strategy concepts with the standards for improving the quality of medical care for children and adolescents.....	135

Chapter 9

PSYCHOLOGICAL ASPECTS OF PAIN SYNDROME

(Fitkalo O. S.)	139
1. Concept of pain	139
2. Epidemiology of pain.....	140
3. Historical interpretations of pain.....	141
4. Clinical characteristics of pain syndrome.....	143
5. Pain syndrome in psychiatry and narcology.....	146
6. Pain assessment methods	153
7. Treatment of pain	155

INNOVATIVE TECHNOLOGIES FOR SHAPING STRATEGIES FOR SUSTAINABLE DEVELOPMENT OF HEALTHCARE AND MEDICAL EDUCATION

Chapter 10

HUMAN RESOURCES MANAGEMENT STRATEGY IN HEALTH CARE OF UKRAINE (Borshch V. I., Danylko M. V.)

1. Analysis of the state of personnel resources in health care of Ukraine.....	162
2. Modern policy of health care personnel development in Ukraine	169

Chapter 11

MEDICAL INNOVATIONS AND THE LEGAL LANDSCAPE IN UKRAINE: THE ROLE OF INTELLECTUAL PROPERTY PROTECTION IN HIGHER MEDICAL EDUCATION

INSTITUTIONS (Busel S. V., Druzhkova I. S.)	176
1. The state of medical innovations in Ukraine	178
2. The legal landscape of intellectual property in Ukraine.....	180
3. The role of universities in the creation and protection of intellectual property	182
4. Challenges and development prospects	185

Chapter 12

BIOPHARMACEUTICAL CLASSIFICATION SYSTEM - SCIENTIFIC BASIS OF CREATING EFFICIENT AND SAFE MEDICINAL PRODUCTS

(Golovenko M. Ya., Larionov V. B., Valivodz' I. P.)	192
1. Theoretical substantiation under BCS	193
2. The mechanisms of transport of drugs in the intestine and their permeability through the biological membranes	194
3. Pharmacokinetic studies on humans	196
4. Methods in vitro and in silico.....	197
5. In situ models	201
6. In vivo models in experiments on animals	202
7. Scientific provisions of BSC.....	203
8. Suitability of methods that reproduce drug absorption processes in relation to the biowaver procedure	205

Chapter 13

PHARMACEUTICAL INDUSTRY AS A COMPONENT OF THE SUSTAINABLE DEVELOPMENT OF THE HEALTH CARE SYSTEM

(Krychkovska A. M., Lobur I. P., Kebas A. O.)	212
1. The history of the development of the pharmaceutical industry and the leaders of the world pharmaceutical market	214
2. Trends in the development of the modern pharmaceutical industry and the impact of pharmaceutical companies on the environment: pharmaceutical pollution	223

Chapter 14

PHARMACY FRANCHISES' STRUCTURAL SPECIFICS IN THE NATIONAL PHARMACEUTICAL MARKET OF UKRAINE (Krychkovska A. M., Monka N. Ya., Protsyuk M. P.) . Ошибка! Закладка не определена.

1. Theoretical and practical aspects of the national pharmaceutical industry and the current state of pharmacy chains in Ukraine 238
2. Modern trends and strategies of pharmacy network structures as a component of the development of the pharmaceutical industry 252

Chapter 15

INTEGRATION OF INFORMATION AND TELECOMMUNICATION TECHNOLOGIES INTO THE SYSTEM OF ORGANIZATION, MANAGEMENT, CONDUCTING AND MONITORING OF CONTINUOUS PROFESSIONAL DEVELOPMENT OF HEALTH CARE WORKERS: THEORETICAL ANALYSIS AND PRACTICAL IMPLEMENTATION (Kumachov O. S., Dolynskiy V. V., Klimanskyi R. P.)..... 262

1. Studying the experience of leading institutions of higher (postgraduate) medical education in Ukraine 263
2. Determination of the strategy for the development of distance education in the field of postgraduate medical education of health care workers..... 268

Chapter 16

EFFECTS OF TRANSPLANTATION OF ADIPOSE-DERIVED MULTIPOTENT MESENCHYMAL STROMAL CELLS FROM MICE OF DIFFERENT HAPLOTYPE H-2 IN EXPERIMENTAL PARKINSONISM (Labunets I. F., Panteleymonova T. M., Kharkevych Yu. O.)..... 275

1. Materials and methods 276
2. Results and discussion 279

DEVELOPMENT OF DIGITAL TECHNOLOGIES IN HEALTHCARE

Chapter 17

DEVELOPMENT OF DIGITAL TECHNOLOGIES IN PHARMACY: REGULATORY AND LEGAL BASIS FOR ENSURING THE ACTIVITY OF INTERNET PHARMACIES IN UKRAINE AND EU COUNTRIES

(Krychkovska A. M., Zayarnyuk N. L., Hrabovych B. A.)	291
1. Digital technologies in pharmacy: electronic pharmacy system and European experience	292
2. Organizational and legal regulation of electronic trade in medicines in Ukraine: problems and prospects for the development of Internet pharmacies	301

Chapter 18

APPLIED MARKETING TOOLS IN THE RECONSTRUCTIVE TRANSFORMATION OF THE MODERN MEDICAL CARE QUALITY MANAGEMENT SYSTEM (Mykytenko N. M.).....

1. Structural and functional model of the resilient quality system of medical care in health care institutions of the obstetric and gynecological profile	315
2. Marketing novations and innovations in the structure of the resilient quality system of medical care	318

IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE IN THE HEALTHCARE SECTOR

Chapter 19

ARTIFICIAL INTELLIGENCE: PREDICTED POSSIBILITIES, PROSPECTS AND CONSEQUENCES OF APPLICATION IN MEDICINE AND PHARMACY

(Hubytska I. I., Krychkovska A. M., Monka N. Ya.)	331
1. Prospects for the use and consequences of artificial intelligence	332
2. Artificial intelligence and its potential in medicine and pharmacy.....	335

Chapter 20

ARTIFICIAL INTELLIGENCE IN MEDICAL EDUCATION

(Drevitska O. O., Bulda V. I., Ryzhak V. O.) 346

1. Review of the literature on the use of artificial intelligence
in medical education..... 347

2. Results of pilot studies on the use of artificial intelligence
by medical students 351

Chapter 21

ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE HEALTHCARE DURING THE WAR

(Kolesnykov Ye. B., Kryzhevskiy V. V., Kolomiets N. M.) 359

1. Tourniquets use at the battlefield 360

2. AI in evacuation of wounded soldiers from the battlefield 361

3. AI in diagnostics and treatment of wounded soldiers 368

THE ROLE OF UNIVERSITY CLINICS IN THE DEVELOPMENT OF HIGHER MEDICAL EDUCATION INSTITUTIONS

Chapter 22

THE EFFECTIVENESS OF PATIENT-ORIENTED CORRECTION OF THE CAUSES OF INSUFFICIENT ADHERENCE TO TREATMENT IN PATIENTS WITH ARTERIAL HYPERTENSION WITH ACCOMPANYING DIABETES MELLITUS

(Voloshyna O. B., Zubok E. A.) 384

1. Emergence of prerequisites of the problem and formulation
of the problem 384

2. The analysis of existing methods for solving the problem
and formulating a task for the optimal development..... 385

Chapter 23

EVALUATION OF THE EFFECTIVENESS OF COMPLEX TREATMENT OF PATIENTS WITH ARTERIAL HYPERTENSION WITH CONCOMITANT CHRONIC OBSTRUCTIVE PULMONARY DISEASE (Voloshyna O. B., Nazaruk T. O., Zbitnieva V. O.)..... 398

1. The problem's prerequisites emergence
and the problem's formulation..... 399

2. Analysis of existing methods of solving the problem and formulation of proposals for the optimal solution of the problem of assessing the effectiveness of complex treatment of comorbid pathology	400
---	-----

Chapter 24

CREATION OF A MODEL OF A UNIVERSITY CLINIC IN UKRAINE TAKING INTO ACCOUNT EUROPEAN EXPERIENCE: DOCTORS, PEDAGOGICAL AND SCIENTIFIC PERSONNEL (Fedoryshyn O. M., Krychkovska A. M., Yaremkevych O. S.).....	417
1. Origin and prerequisites for the creation of university clinics	419
2. University clinic as a unit of a medical university: academic traditions and innovative technologies	421

Chapter 25

THE ROLE OF THE UNIVERSITY CLINIC IN THE REVIVAL OF MEDICAL EDUCATION. ST. VOLODYMYR UNIVERSITY – TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV (Chernyak V. A., Butska L. V., Drevitska O. O.).....	433
1. Historical overview of university clinics. The appearance of the first university clinics. Evolution of the role of clinics in medical education	435
2. Modern model of university clinics. Organizational structure and management of university clinics. Integration with educational programs ..	436
3. Practical training of students. Clinical internships and residencies. Interdisciplinary educational programs. Scientific research in university clinics. Support for innovation and development. Partnership with pharmaceutical companies and scientific institutes.....	437
4. Impact on public health, increasing the availability of medical services. Participation in national and international health care programs. Challenges and prospects for university clinics in general and for Ukrainian university clinics during the war	438
5. Experience of creation, formation and development of the University Clinic in Taras Shevchenko National University of Kyiv.....	441