CONTENTS

RESTORATION AND DEVELOPMENT

AND MANAGEMENT OF HEALTHCARE AND PHARMACEUTICAL BUSINESS

INVESTMENT AND INNOVATION-BASED CONCEPT

OF A SUSTAINABLE NATIONAL MODEL OF THE HEALTHCARE INDUSTRY IN UKRAINE	
Chapter 1	
PHARMACEUTICAL EDUCATION IN UKRAINE AND THE EUROPEAN UNION: A COMPARATIVE PERSPECTIVE	
(Krychkovska A. M., Fedoryshyn O. M., Skril Yu. A.)	2
1. Comparative analysis of educational programs in the field	
of pharmacy at the third (Doctor of Philosophy) educational level	
of Ukrainian and EU HEIs	4
2. Comparative analysis of the second (master's) and first (bachelor's)	
level of education in the specialty of pharmacy in higher education	
institutions of Ukraine and EU countries	10
MODERN ASPECTS OF ORGANIZATION	

OF HUMAN CAFITAL MANAGEMENT IN HEALTHCARE	
INSTITUTIONS UNDER GLOBALIZATION	
(Borshch V. I., Danylko M. V.)	37
1. Review of Scientific Literature	
2. Theoretical Foundations of the Investment and Innovation-Based	
Model of Human Capital	40
3. Interconnection Between Investment and Innovation	
in Healthcare Institutions	47
4. Implementation Tools for the Investment and Innovation-Based	
Concept in Healthcare Institutions	50

THE IMPACT OF LEADERSHIP STYLE
ON THE INTENSITY OF PSYCHOLOGICAL RESISTANCE
TO CHANGE IN HEALTHCARE ORGANIZATIONS
(Borshch V. I., Druzhkova I. S.)58
1. Theoretical Approaches to the Classification of Leadership Styles and Their Characteristics in the Context of Organizational Change
Comparison of International and Ukrainian Data98
Chapter 4
OPTIMIZATION OF MANAGEMENT DECISIONS IN MEDICAL INSTITUTIONS AS A TASK OF PUBLIC ADMINISTRATION (Voronov O. I.)
Chapter 5
ANALYSIS OF IMAGE FORMATION OF DOMESTIC PHARMACEUTICAL ENTERPRISES ON THE EXAMPLE OF JOINT-STOCK COMPANIES "FARMAK" AND "GALYCHPHARM"
(Krychkovska A. M., Varvarych T. B., Monka N. Ya.)
1 / 1

JUSTIFICATION OF THE USE OF LABORATORY MARKERS	
IN THE ORGANIZATION OF RESEARCH OF ORTHOPEDIC PATIENTS (Leontyeva F. S., Morozenko D. V., Korzh I. V.)	160
1. Formation of laboratory research complexes	. 100
for orthopedic patients in the clinic	. 161
2. Scientific and clinical justification of the use of laboratory markers	
for the examination of orthopedic patients	.164
Chapter 7	
EVALUATION OF HIGHER EDUCATION INSTITUTIONS'	
PERFORMANCE: METHODOLOGIES, INDICATORS, AND	
INTERNATIONAL MODELS (Marichereda V. H.)	. 174
1. Modern Methods and Approaches to University Performance	1.77
Evaluation Worldwide: A Comparative Analysis	
2. Analysis of University Performance Assessment Methodologies	. 185
3. Key Performance Indicators (KPI) as a Tool of Strategic	107
University Management	.187
Chapter 8	
GROUPS OF MEDICINAL PRODUCTS USED	
IN HOSPITAL HEALTHCARE FACILITIES	
(Chubara N. V., Khomenko O. I., Krychkivska A. M.)	. 198
1. Regulatory framework for medicinal supply in Ukrainian	
healthcare institutions and characteristics of healthcare	
institutions (HCIs) selected for the study	
2. Structure of medicinal product utilization in HCIs	. 208
3. Discussion of the study results or the most demanded groups	
of medicinal products in healthcare institutions and their justification	.217

SOCIAL RESPONSIBILITY AND QUALITY STANDARDS IN HEALTHCARE AND PHARMACEUTICAL BUSINESS

QUALITY STANDARDS OF PSYCHOLOGICAL	
ASSISTANCE IN UKRAINE: CHALLENGES OF TODAY (Valakh V. V., Druzhkova I. S.)	220
1. Normative basis for the quality of psychological assistance	, <i>449</i>
in Ukraine	230
2. Modern approaches to determining the content	
of the concept of "quality of psychological assistance"	233
3. Standardization of psychological assistance:	
from the best world practices to a unified national standard	244
Chapter 10	
SOCIAL RESPONSIBILITY IN DENTISTRY:	
CHALLENGES AND PROSPECTS OF THE PRESENT DAY	262
(Varakuta O. A.)	263 265
2. Theoretical Models of Social Responsibility in Dentistry	
INNOVATIONS AND CHALLENGES IN PUBLIC HEALTI INTEGRATION, PREVENTION, SUSTAINABILITY	н:
Chapter 11	
FORMATION OF AN ACTIVE LIFESTYLE	
AMONG EDUCATION SEEKERS	
(Vehner O. I., Sakharuk I. S., Tesunov V. A.)	279
1. The importance of an active lifestyle in the everyday life	201
of education seekers	
2. Formation of an active lifestyle among students	203
Chapter 12	
DYNAMICS OF THE FUNCTIONAL STATE	
OF THE CENTRAL NERVOUS SYSTEM IN THE ANNUAL	
TRAINING CYCLE OF TRACK AND FIELD ATHLETES	
(Dobrynsky V. S., Khomik O. M., Khryplyuk O. P.)	297
1. Organization of research into the functional state of the central nervous system in track and field athletes	200
2. Research results and their discussion	ووے 301

FOR SHAPING BELIEFS AND MOTIVATING TEENAGERS	
TO LEAD A HEALTHY LIFESTYLE (Dudash H. V.)	.310
1. Peculiarities of adolescence in the context of implementing	
technologies for shaping beliefs about a healthy lifestyle	311
2. Analysis of factors influencing the formation of teenagers' beliefs and motivation	314
Chapter 14 AGE-RELATED CHANGES IN THE RHYTHMICITY	
OF ENDOCRINE AND IMMUNE SYSTEMS	
IN NEURODEGENERATIVE DISEASES: THE ROLE	
OF PINEAL GLAND AND THYMUS (Labunets I. F.)	. 323
1. Rhythmicity of pineal gland and thymus functioning	
in adult human organism and their changes in aging	324
2. Rhythmicity of pineal gland and thymus functioning	
in neurodegenerative diseases	
3. Sex differences in neurodegenerative diseases	331
Chapter 15	
Chapter 13	
TRENDS IN THE PREVALENCE OF TOBACCO USE	
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL	
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	337
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.) 1. The prevalence of tobacco use among young people	
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	338
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	338
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	338
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.)	338
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.) 1. The prevalence of tobacco use among young people as a subject of research 2. Organization of an experimental research of the prevalence of tobacco use among young people 3. Research results and their discussion	338
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.) 1. The prevalence of tobacco use among young people as a subject of research 2. Organization of an experimental research of the prevalence of tobacco use among young people 3. Research results and their discussion Chapter 16 DETERMINATION OF THE LEVEL OF SELF-ASSESSMENT	338 340 341
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.) 1. The prevalence of tobacco use among young people as a subject of research 2. Organization of an experimental research of the prevalence of tobacco use among young people 3. Research results and their discussion Chapter 16 DETERMINATION OF THE LEVEL OF SELF-ASSESSMENT OF THEIR OWN HEALTH BY FUTURE DOCTORS	338 340 341
TRENDS IN THE PREVALENCE OF TOBACCO USE AMONG YOUNG PEOPLE IN THE CONTEXT OF MARTIAL LAW IN UKRAINE (Tsurul O. A.). 1. The prevalence of tobacco use among young people as a subject of research. 2. Organization of an experimental research of the prevalence of tobacco use among young people. 3. Research results and their discussion. Chapter 16 DETERMINATION OF THE LEVEL OF SELF-ASSESSMENT OF THEIR OWN HEALTH BY FUTURE DOCTORS (Shevchuk T. I., Khliestova S. S., Horbatiuk S. M.)	338 340 341 350

SOCIAL AND PSYCHOLOGICAL SUPPORT AND COMMUNICATION AMIDST CRISIS AND UNCERTAINTY

MEDICAL COMMUNICATION IN CRISIS	
CONDITIONS: A STRATEGY, NOT A "SOFT SKILL"	
(Hetman O. I., Matiash L.O.)	
1. Definition of the Concept of Medical Communication	
2. Typical Failures in Medical Communication: Cases and Analysis	372
3. Cultural Attitudes as a Factor	
of Medical Communication Effectiveness	375
4. Main Directions for the Development of Communication	
Strategies in the Medical Field	378
Chapter 18	
COMMUNICATIVE ETHICS IN MEDICAL INSTITUTIONS	
THAT PROVIDE REMOTE CONSULTATION SERVICES	
IN CRISIS AND UNCERTAINTY CONDITIONS	
(Rogachevskyi O. P., Belozertseva-Baranova Yu. Ye.)	391
1. Historical background to the emergence	
of telemedicine in the world	
2. Development and transformation of telemedicine in Ukraine	395
3. Analysis of the current state of telemedicine in Ukraine.	
Ways to solve problems	
4. Рідкіс Rare and unusual calls during a telemedicine consultation	411
DEVELOPMENT OF DIGITAL TECHNOLOGIES	
AND IMPLEMENTATION OF AI TECHNOLOGIES	
IN MEDICAL PRACTICE, EDUCATION AND SCIENCE	
Chapter 19	
·	
IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE	
IN MEDICAL EDUCATION, SCIENCE, AND PRACTICE	
(Kolesnykov Ye. B.)	421
1. Current Applications of AI in Medical Education	422
2. AI Technologies in Surgical Education	
3. AI Technologies in Medical Science	
4. AI Technologies in Surgical Practice	428

ARTIFICIAL INTELLIGENCE AND SCIENCE
(Kotiuzhynska S. H.)437
1. Artificial intelligence in the system of information
and analytical support for the training of scientific personnel438
2. Risks in the use of artificial intelligence
2. Tables in the age of artificial interrigence
Chapter 21
ACTIVE LEARNING IN MEDICAL EDUCATION:
STRATEGIES, EFFECTIVENESS, AND INTEGRATION OF
ARTIFICIAL INTELLIGENCE
(Prykhodko N. P., Shevchenko T. I., Shaposhnyk O. A.)449
1. Theoretical Foundations of Active Learning in Medical Education451
2. Active Learning Strategies: From Dialogue
to Problem-Based Approaches
3. Simulation-Based Learning and the Role of Artificial Intelligence458
Chapter 22
PUBLIC HEALTH INFORMATION CAMPAIGNS:
THE IMPACT OF DIGITAL TECHNOLOGIES ON CHANGING
POPULATION BEHAVIOR (Chik V. M.)465
1. Effectiveness of digital information campaigns implementation:
analysis of international experience
2. Impact, challenges, and future of digital information campaigns470
Chapter 23
USE OF ARTIFICIAL INTELLIGENCE IN MODERN
TRAUMA: STATUS, CHALLENGES AND PROSPECTS
FOR DEVELOPMENT (Chorniy V. M.)
1. The current state of artificial intelligence in traumatology
2. Challenges of implementing artificial intelligence in traumatology487
3. Prospects for the development of artificial intelligence
in traumatology

INCLUSIVE HEALTHCARE AND EDUCATIONAL ENVIRONMENT: AN INTERDISCIPLINARY APPROACH TO THE EDUCATIONAL AND SOCIAL-PSYCHOLOGICAL INCLUSION OF PEOPLE WITH DISABILITIES

IMPROVING THE QUALITY OF LIFE OF PATIENTS	
WITH HEREDITARY DISEASES: MODERN APPROACHES	
AND METHODS (Snisar O. A., Kruts Ye. S.)	499
1. Examples of best practices in the treatment and care	
of patients with hereditary diseases	500
2. Psychological and social support for patients with	
hereditary diseases	507
Chapter 25	
FUNCTIONAL MOBILITY AND QUALITY OF LIFE:	
THE ROLE OF SIMULATED ENVIRONMENTS IN PHYSICA	L
REHABILITATION (Iushkovska O. G., Kitsis A. G.)	514
1. Specifics of Organizing Rehabilitation Services	
in Ukraine at the Present Stage	516
2. Theoretical Foundations of Spatial Orientation and Functional	
Movement Recovery. Methodological Approaches to the Use	
of Simulated Environments in Physical Rehabilitation	
3. Target Patient Group and Adaptation of the Rehabilitation Program	524