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FEATURES OF THE USE OF INFORMATION TECHNOLOGIES IN MEDICAL MANAGEMENT

The theses consider the features of the use of information technologies in medical management, which play a key role in the transformation of the healthcare system. They allow you to automate routine processes, optimize resource management and improve the quality of medical services. The use of medical information systems, electronic charts, telemedicine, decision support systems based on artificial intelligence and big data ensures more effective interaction between the patient and the doctor, promotes the development of scientific research and increases the overall level of medical care.

Keywords: *information technologies, management, governance, healthcare system, medical services, decision-making.*

The Chinese healthcare system is increasingly open to international cooperation and integration into global medical processes. This is manifested both in the strengthening of scientific and medical exchanges and in the improvement of conditions for serving foreign citizens. China's interaction with other countries in this area is carried out through several key areas.

Firstly, this is the expansion of the range of medical services for foreigners. In large Chinese megacities such as Beijing, Shanghai, Guangzhou and Shenzhen, international medical centers and hospitals have been created that specialize in serving patients from other countries. These institutions:

- provide medical services in English, French, Japanese, Korean and other languages, which greatly facilitates communication for foreigners and reduces barriers to receiving care;
- adhere to international standards of service and quality, which contributes to the growth of trust in Chinese medicine among citizens of other countries;
- often have accreditation from international organizations such as JCI (Joint Commission International), which confirms a high level of clinical safety and quality of medical care;
- offer comprehensive service packages, including outpatient treatment, surgical interventions, rehabilitation and preventive examinations [1].

A good example in this direction is the experience of United Family Healthcare (UFH) – one of the largest networks of international private hospitals in China [5]. UFH was founded in 1997 and today has an extensive network of clinics in Beijing, Shanghai, Guangzhou, Chengdu and other major cities. These institutions provide premium services and serve both local residents and foreign patients. UFH clinics are known for their high level of service, qualified staff, including doctors from the USA, Europe, Japan, as well as modern material and technical base.

However, it is important to consider that the cost of medical services in international clinics can be significantly higher than in ordinary state hospitals. For example:

- a single consultation with a doctor can cost from 100 to 300 US dollars, depending on the specialization and complexity of the case;
- an examination such as an MRI or CT scan can cost several hundred dollars;
- hospitalization or surgery can cost thousands or even tens of thousands of dollars, especially without adequate insurance coverage [10].

Therefore, most foreigners living in China on a long-term basis take out private health insurance that covers the costs of treatment in international clinics. Some employers include such insurance in the employee's social package. In addition, in the context of international cooperation, Chinese medical institutions participate in global research projects, conduct joint clinical trials with foreign partners, and also participate in humanitarian initiatives under the auspices of the WHO [11]. The COVID-19 pandemic has been a prime example of this interaction, with China actively collaborating with foreign research centers, sharing data, and providing vaccines and medical equipment to developing

countries. Looking ahead, with China's growing role in the global economy and its investment in biomedical technologies, we can expect even greater integration of the Chinese healthcare system into the global medical space, both through international exchanges and through the export of Chinese medical services, technologies, and pharmaceutical products.

Secondly, active cooperation and exchange of medical technologies are being strengthened and expanded. China is increasingly actively developing international partnerships in the field of health, focusing on modern challenges and global trends. Such cooperation covers several key areas:

- signing bilateral and multilateral agreements on cooperation in the medical field, which provide for the exchange of experience, holding joint conferences, internship programs for medical professionals and students;
- export of medical equipment, vaccines, pharmaceuticals and digital technologies, in particular – artificial intelligence, systems for early diagnosis, telemedicine, remote patient monitoring platforms and mobile applications for health management;
- participation in joint scientific research, especially in the areas of combating infectious diseases, oncological pathologies, neurodegenerative disorders and issues related to population aging, which are becoming increasingly relevant for both China and many other countries [2].

A prime example of effective cooperation was the COVID-19 pandemic. China, one of the first to develop its own vaccines – Sinovac and Sinopharm – actively supplied them to more than 80 countries around the world, including countries in Africa, Latin America, Eastern Europe and Southeast Asia [12]. This not only strengthened international ties, but also helped strengthen China's image as a reliable partner in the field of global health.

Third, the integration of traditional Chinese medicine (TCM) with Western medicine is increasing. One of the unique aspects of China's international cooperation model is the active promotion and export of traditional Chinese medicine, which includes acupuncture, herbal medicine, Tuina massage, qigong, and other methods [8].

In many countries around the world, from Europe to Southeast Asia, traditional Chinese medicine centers are opening up, working in partnership with local clinics or universities. At the same time, China actively supports scientific research aimed at evidence-based verification of the effectiveness of TCM. This makes it possible to:

- create combined treatment protocols that combine Western treatment methods with traditional approaches;
- increase trust in TCM in the international medical community;
- open new areas of therapy, especially in cases of chronic, psychosomatic, and functional disorders [3].

One example of such integration is the signing in 2022 of an agreement between China and Italy to open a joint traditional medicine research center focused on studying the effectiveness of TCM methods in treating chronic diseases and improving the quality of life of patients [9].

Fourth, the health insurance system for foreign citizens in China is being improved. Given the growing number of foreigners working, studying or living in China, the issue of access to quality medical care is becoming increasingly urgent.

The main provisions of this area:

- the state health insurance system (within the basic social program) often does not cover foreign citizens or provides a very limited list of services, which complicates access to qualified care;
- private health insurance is becoming a mandatory condition for obtaining a work, student or long-term visa. Such insurance policies are usually offered by international companies, in particular Bupa, Allianz, Cigna, AXA, and others;
- insurance programs usually cover treatment in international clinics, such as UFH, ParkwayHealth, SinoUnited, which allows foreigners to receive medical care without a significant financial burden [4].

Particular attention should be paid to the situation with foreign students. According to the requirements of most Chinese universities, every international student is required to purchase health insurance before starting their studies. Without this, it is impossible to obtain an X1 or X2 visa, as well as to register at an educational institution [6; 7].

Thus, the Chinese healthcare system demonstrates not only dynamic development in the internal dimension, but also increasing openness to the world. Thanks to strategic investments in medical infrastructure, digital technologies, scientific research and human capital, China is successfully transforming its healthcare sector from one focused mainly on domestic needs to a system capable of competing at the global level. An important aspect of this process is the expansion of international cooperation: from participation in global healthcare initiatives to the conclusion of bilateral agreements, the implementation of joint research programs and the supply of medical technologies to dozens of countries. China is actively developing its export potential in the healthcare sector, including the supply of medical equipment, pharmaceutical products, as well as the introduction of telemedicine and diagnostic solutions based on artificial intelligence. Equally important is the combination of traditional approaches with modern treatment methods, which allows China not only to preserve its cultural heritage, but also to promote it on the world stage in a new, scientifically based format. Such integration of traditional Chinese medicine with Western clinical practice expands the

range of opportunities for treatment, prevention and rehabilitation of patients both in the PRC and abroad. In addition, China is actively working to improve the conditions for foreign citizens who use medical services in the country – both short-term (during travel or business trips) and long-term (during study or work). The development of a network of international clinics, the introduction of insurance mechanisms that meet world standards, and the availability of multilingual staff – all this increases the accessibility and comfort of medical care for foreigners. Taken together, these efforts contribute to the formation of a new global image of China as an innovative, open and reliable partner in the field of healthcare. This image is based not only on the country's strong domestic potential, but also on its ability to respond to global challenges, adapt to the modern needs of the world community, and actively participate in shaping the future of the international healthcare system.

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ОСОБЛИВОСТІ ВИКОРИСТАННЯ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ В МЕДИЧНОМУ МЕНЕДЖМЕНТІ

В тезах розглядаються особливості використання інформаційних технологій в медичному менеджменті, які відіграють ключову роль у трансформації системи охорони здоров'я. Вони дозволяють автоматизувати рутинні процеси, оптимізувати управління ресурсами та підвищити якість медичних послуг. Застосування медичних інформаційних систем, електронних карт, телемедицини, систем підтримки прийняття рішень на базі штучного інтелекту та великих даних забезпечує більш ефективну взаємодію між пацієнтом і лікарем, сприяє розвитку наукових досліджень та підвищує загальний рівень медичної допомоги.

Ключові слова: інформаційні технології, менеджмент, управління, система охорони здоров'я, медичні послуг, прийняття рішень.

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