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MODERN ACHIEVEMENTS OF THE GLOBAL HEALTH SYSTEM

The materials presents a summary of the main difficulties of the modern healthcare sector. The main areas of healthcare in which positive results were obtained were analyzed. It is emphasized that the global healthcare system must be constantly improved to prevent possible cataclysms both in individual countries and on a global scale.

Keywords: healthcare, pandemic, healthcare management, WHO, interaction, cooperation.

The health of the population is one of the indicators of the quality of life, the level of social and economic development of society. Health is one of the basic and immutable social values. Its shortcomings or absence cannot be fully compensated by any other values or benefits. Health is a condition and prerequisite for well-being and a proper quality of life, a standard, a measure of the degree of progress towards reducing the level of poverty, strengthening social cohesion and eliminating any manifestations of discrimination [2]. By the management of this system we understand the processes of decision-making by government, the private sector and civil society regarding health promotion and protection and their implementation in practice. In addition, management consists of formal and informal rules and traditions on the basis of which these institutions interact with each other and relate to the people whose health they seek to protect. Despite certain difficulties in the health system, the greatest successes have been achieved in the fight against specific diseases, but other programs have also been very important.

First, the fight against individual diseases. Global immunization campaigns have eliminated smallpox, curbed the spread of acute respiratory syndrome (SARS) and almost completely eradicated polio. The experience of combating SARS is illustrative. Although the disease initially caught the world by surprise, concerted action after the virus spread beyond East Asia quickly brought it under control [4]. WHO, at the center of the global health system, worked closely with national health authorities and played a critical role in this success. The global nature of the threat forced organizations to put aside competing interests and coordinate their efforts, quickly establishing worldwide epidemiological, clinical, and laboratory networks.

Second, tobacco control. The prevalence of tobacco use is one of the most serious threats to public health. That is why WHO created and led the WHO Framework Convention on Tobacco Control, adopted in 2003. With the participation of 300 organizations around the world, this framework convention initiated work to reduce the number of deaths estimated to be caused by tobacco use each year, which is approximately 8 million. In addition, tobacco use causes significant economic losses. These include significant health care costs and human resource losses due to tobacco-related morbidity and mortality [1]. WHO therefore works with governments to deepen their understanding of relevant scientific research. In addition, the international organization has helped to better inform the public about the dangers associated with tobacco. And in the policy area, it has paved the way for countries to confront the efforts of tobacco companies [7]. The world's leading tobacco companies, gradually losing users of traditional cigarettes, are looking for new ways to win over smoking supporters. The decline in the prevalence of regular cigarette smoking among young people in our country is taking place against the background of the growing popularity of alternative types of smoking. These include electronic cigarettes (e-cigarettes, vapes), tobacco heating devices (IQOS, Glo), and hookahs [3]. All this reinforces the need for control over tobacco products at both the state and global levels.

Third, disease tracking. The WHO Global Alert and Response System regularly track disease outbreaks around the world. It investigates 200 outbreaks each year, of which 5-15 require «major international response measures» [5]. The COVID-19 pandemic has shown that some countries that had the greatest potential for health security (the United States and the United Kingdom) are currently suffering from the greatest number of cases associated with the virus, including deaths [8]. COVID-19 is an illustration of how poor pandemic preparedness and response can impact health and safety at every level – local, national and global.

Fourth, vaccine development and access to medicines. Public-private partnerships, such as the Global Alliance for Vaccines and Immunization, are mobilizing resources and joining forces with pharmaceutical companies, governments

and donors to advance the development and distribution of promising new vaccines. Antiretroviral drugs, developed by Western pharmaceutical companies and distributed worldwide (including, on a large scale, by companies in India), are curbing the rise in AIDS deaths [6]. And civil society pressure and awareness campaigns are helping to reduce the prices of medicines for diseases such as HIV/AIDS, which pose a threat to the world. A new and promising approach is vaccination against cancer [9]. It works by stimulating the immune system against specific proteins found on tumor cells. Although this method is still in the active research phase, it holds promise for the development of personalized vaccines to enhance the effectiveness of standard treatments.

Fifth, digital technologies are radically changing all aspects of modern medicine, from diagnosis to treatment and subsequent patient care. With the advent of telemedicine, electronic medical records and artificial intelligence in diagnostics, medicine is becoming more accessible, accurate and personalized. One of the most striking examples is telemedicine, which allows patients to receive medical care remotely. This is especially important for residents of remote regions where access to quality medical care is limited. Electronic medical records simplify the exchange of information between different specialists and institutions, which improves the quality and speed of medical care [6]. Artificial intelligence, in turn, is used to analyze big data and identify patterns that may escape the human eye. Artificial intelligence helps in the early diagnosis of diseases such as cancer and cardiovascular diseases, which significantly improves treatment forecasts. The digitalization of medicine brings many benefits, including improved accessibility and quality of healthcare, reduced costs and increased efficiency of healthcare institutions. However, it also faces a number of challenges, such as the need to protect patients' personal data, ensure cyber security and train healthcare staff to use new technologies. In addition, it is important to ensure equal access to digital technologies for all segments of the population to avoid digital inequality. It is worth mentioning separately that mobile applications have become increasingly popular in medicine over the past 10 years. They are used to monitor health, diagnose, treat and control the patient's condition. Many mobile applications provide information about health and fitness, help control blood pressure, blood sugar levels and other health indicators. They can also be used to receive consultations and advice from doctors.

Thus, the threats of a global crisis and the corona virus pandemic have shown that the global health system must grow in order to prevent possible cataclysms both in individual states and on a global scale. In order to put an end to a global pandemic, the world must join forces no less than on a global scale. This is a historic test for global cooperation. And it is the global health system, having a huge positive international experience in combating various problems in the field of public health that remains the only effective interaction that consolidates the efforts of most countries of the world to overcome the problems of all humanity. The pandemic has become just one example of the need for an effective healthcare system. It is worth emphasizing that the main facts about the latest achievements of the global healthcare system indicate that the existing achievements are already changing the paradigm of treatment. They allow for more accurate diagnosis of diseases, development of individual treatment plans and increase the chances of full recovery. Thanks to the latest achievements and technologies, medicine is becoming more accessible and effective for everyone.

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СУЧАСНІ ДОСЯГНЕННЯ СВІТОВОЇ СИСТЕМИ ОХОРОНИ ЗДОРОВ'Я

Матеріали представляють узагальнення основних труднощів сучасної сфери охорони здоров'я. Проаналізовано основні напрями сфери охорони здоров'я в яких було отримано позитивні результати функціонування. Наголошено, що глобальна система охорони здоров'я повинна постійно вдосконалюватися для попередження можливих катаклізмів як в окремих державах, так і в світовому масштабі.

Ключові слова: охорона здоров'я, пандемія, управління охороною здоров'я, ВООЗ, взаємодія, співробітництво.

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