

Central Asian Problems of Modern Science and Education

Volume 2021
Issue 3 *Central Asian Problems of Modern
Science and Education 2021-3*

Article 3

August 2021

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Recommended Citation

Rakhimova, Sadokat (2021) "DEVELOPMENT OF THE MEDICAL SERVICES MARKET THROUGH THE TELEMEDIC MEDICINE PLANT IN THE DEVELOPMENT OF THE DIGITAL ECONOMY," *Central Asian Problems of Modern Science and Education*: Vol. 2021 : Iss. 3 , Article 3.
Available at: <https://uzjournals.edu.uz/capmse/vol2021/iss3/3>

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DEVELOPMENT OF THE MEDICAL SERVICES MARKET THROUGH THE TELEMEDICINE PLANT IN THE DEVELOPMENT OF THE DIGITAL ECONOMY

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Absrtact . This article examines in depth the issues of achieving socio-economic efficiency as a result of the introduction of telemedicine services in the market of medical services of Uzbekistan, the prevention of excessive costs of modern forms of medical services in health care. In addition, the author analyzes the directions of introduction of telemedicine services, ways to meet the demand of the population for medical services through new innovative technologies, various definitions of telemedicine.

Key words. Telemedicine, teleradiology, telepathology, teledermatology, telepsychiatry, civil telemedicine, military telemedicine, telemedicine platform, external factor, internal factor, "patient-doctor" system.

Introduction. The World Health Organization (WHO) emphasizes that the provision of telemedicine services through the use of IT technologies in the market of medical services is more developed in European countries. European countries, such as the United States, Germany, Spain and France, believe that the use of IT technologies in the market of innovative medical services will affect not only the health sector, but also tourism. From Asian countries, India, China, Georgia, Singapore, Thailand, Malaysia, the Philippines, Korea, Kazakhstan, the availability of modern technical equipment in the international market of medical services, the provision of tax benefits in the field of health care, attracting foreign investors, guaranteed access to services.[1]

Consists of in the context of a global pandemic, there is a need to study the experience of countries that have developed medicine, and to expand telemedicine

services in Uzbekistan, because the widespread introduction of telemedicine services is a socio-economic problem.

The development of the service sector in our country is considered a priority. The service sector is one of the most important sectors of the economy, taking into account the trends of globalization in the economy, structural changes in the national economy, in turn, are associated with increasing the welfare of the population, as well as the provision of market services. In particular, meeting the needs for a wide range of services is a consistent socio-economic task that is being consistently implemented in the country.

Literature review. Along with the strategic development, organizational and economic mechanisms for the development of the market of medical services have been created, and the issue of increasing the quality and efficiency of services as a result of improving the market infrastructure is at the forefront. As a result of providing the industry with innovative technologies, the competitiveness of services will increase.

In the context of the pandemic, the demand for innovative telemedicine services in Uzbekistan, in particular, has grown significantly, because the provision of medical services to a wide range of people is one of the main conditions of telemedicine. At this point, let's define the concept of telemedicine. "*Tele*" means "distance" in Greek and "*mederi*" means "cure." [2]

This new type of remote medical care has several advantages. Its advantages are listed below [3].

The existence of telemedicine privacy and medical regulations

Formation of health indicators and statistics of the country

Provide medical care and effective treatment at any time

Diagnosis and medical consultation in all regions

Early diagnosis at regular cost and regular inspections

Regular updating of population morbidity data

Figure 1. Advantages of telemedicine

As a result of studying the directions of development and introduction of telemedicine in the country, based on the experience of developed countries, it can be organized in 4 forms.[4]

Teleradiology	Use, interpretation and consultation of ICT for digital radiological imaging
Telepathology	The use of ICT for the transmission of various digital images and the use of pathologies for interpretation
Teledermatology	Use, interpretation and consultation of ICT in the transmission of medical information
Telepsychiatry	Use of ICT to assess mental health or behavior, and medical consultation using video and telephone

The organization of medical services in such areas as above will expand the market of medical services and meet the demand of the population for medical services through new innovative technologies.[5]

The conference "Medsoft-Expert 2014" held in Moscow in 2014 was dedicated to the prospects of the provision of telemedicine services in the past 10 years and beyond. The participants of the conference gave different definitions of telemedicine services.[4]

Table 1

Different tariffs for telemedicine

№	Resources	Definitions
1	Agreement on cooperation between the member states of the CIS	Organizational financial and technological complex As a service complex, the provision of direct medical services between patients and doctors - remote consultation by specialists with the help of high technology and modern ICT
2	Goldberg M.A.	Establish a direct communication between the

	Telemedicine an overview// Telemed.J.-1995.-Vol.1,N1.-P.20-25.)	patient and the patient using communication and computer technologies instead of an integrated health care system
3	World Health Organization	... Provide a wide range of services and activities in this area through the use of information and modern ICTs to monitor the development of global health and at the same time conduct research on disease management
4	Telemedicine: Fad or Future.Editorial//The Lancet.-1995.-Vol.345,N89.- P.42.)	Remote health care means that the patient is in the same place at the same time.

Following the research, the introduction of telemedicine in developed countries has led to the following new approaches to health care.[6]

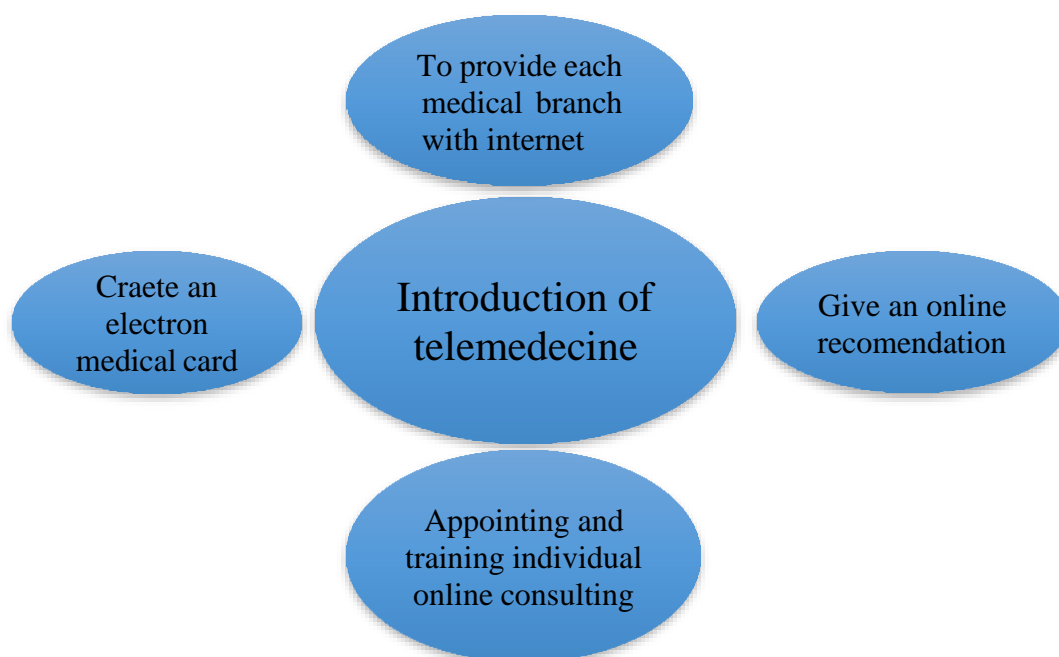


Figure 2. Directions for the introduction of telemedicine

The coverage of telemedicine services in the field of health care provides a wide range of opportunities. Ensuring the provision of telemedicine services across the country will meet the demand for medical services and ensure high efficiency of the population's use of these services. As a result, living standards of human capital will improve.

1	Real-time medical care
2	Save time and money on diagnosis
3	Mass e-medical consulting
4	Study of the medical history of the territories
5	Service - matching supply and demand

Figure 3. Coverage of telemedicine

Telemedicine services can provide medical services in 3 main areas. [7]

1. **Civic telemedicine** (conducting and monitoring medical diagnosis with patients in urban and rural areas)
2. **Military telemedicine** (Satisfaction of the need for medical services and medical services in the military process)
3. **Certain types of medical services** (mainly for honorary and privileged)

Methodology. The study made extensive use of data from the World Health Organization literature and their statistical collections. grouping in the organization of the research process used methods of logical thinking and statistical analysis.

Analysis and Results. Today, Uzbekistan also has a telemedicine platform for public health, which has several advantages. **HEATH.YANDEX.RU**, **METODVET.ME**, **ASK-DOCTOR.UZ**, **ONLINE-DOCTOR-CONSULTATION.RU**, **CLINICS.UZ**, **METIHOST.RU** telemedicine medical platforms and platforms providing medical services to the population remotely. In addition, there is an opportunity to receive international medical services on the

telemedicine platform[8]. Even in a pandemic, the telemedicine platform has shown that there are problems with the system of medical services. For this reason, we believe that the directions for the development of telemedicine in Uzbekistan should be as follows:

First, to improve the quality of Internet access in all regions and to develop separate preferential tariffs for users of medical services; To create conditions for the population, especially in rural areas, to create conditions and access to health services through the mobile application "M-Health", fifthly, to overcome the geographical barriers of telemedicine, to provide medical services on the basis of modern ICT; Remote control of health care, seventh, telemedicine should reduce other economic costs of health care and increase the competitiveness of the health care market.

Worldwide, pandemic telemedicine has been shown to be three times more effective in using home-based health care. According to statistics, in 2019, telemedicine provided \$ 44 billion in remote health care in the market, which is an increase of 17.7% over the previous year. In addition, telemedicine helps to collect statistics and work with 50 countries around the world in the digital economy. [9]

Thirty percent of countries believe that the creation of national telemedicine services will help to organize quality health care.

As a new stage in the development of telemedicine services in the market of medical services, the Cabinet of Ministers adopted Resolution No. 523 of August 27, 2020 "On measures to establish the National Children's Medical Center of the Republic of Uzbekistan." raising to a new level, attracting diagnostic and treatment technologies based on advanced foreign experience, including the creation of conditions for the provision of specialized medical services to children, taking advantage of the opportunities of telemedicine digitization. Special attention is paid to the issues of increasing the volume of exports of medical services in the field of medical tourism.[10]

The following directions have been identified for bringing telemedicine services to a completely new level in 2020-2022:

The first direction is to improve the quality of medical services using telemedicine and high-digital technologies;

Second, training of medical personnel in the provision of high-tech medical services;

Third, the development of stratified definitions for telemedicine users;

Fourth, the international information system of commercial medical institutions (HIMSS) degree;

Fifth, creation of conditions for registration services in the regions "Electronic Polyclinic";

Sixth, the establishment of telemedicine links between commercial medical institutions and the implementation of projects in the field of telemedicine from 2021.

In the digital economy, as in all areas of health care, the following factors are important in creating the ability to establish a system of remote health care through modern management methods in the field of health care.[11]

1	Tax benefits
2	Establishment of new business entities on the basis of public-private partnership
3	Opportunities for social tourism in the region
4	Adoption of laws in the field of health care
5	Availability of medical tourism centers
6	Exemptions from customs duties
7	Creating opportunities for international exchange of experience in the field
8	Ensuring participation in international business forums, fairs and exhibitions
9	Development of separate preferential definitions for the population
10	Implementation of research in the field of health care

Figure 4. Factors driving the market of medical services

In addition, the telemedicine platform, which is recognized as an innovative approach in the market of medical services, will be developed taking into account the following factors.[12]

Table 2

Classification of medical services market factors

External factors	Internal factors
Modernization of equipment (technologies)	Entrepreneurs' ability to accept innovations
Opportunity in the ICT region	Introducing new types of medical services
Granting tax benefits	Ensuring the balance of service costs
Adequacy of monetary income of the population	Existence of organizational structure
to have a fund	Possibility to fully meet the demand for services
cash outlays	Customer level

Conclusion. In short, the pandemic has accelerated the digitalization of health care around the world. According to the World Health Organization, telemedicine, valued at \$ 45 billion in 2019, will quadruple to \$ 180 billion by 2026 on the world market. is expected[13].

According to VEB Ventures, telemedicine experts expect several times the growth of this area in the next 5 years.

The experience of introducing digital technologies in the health care system around the world is very important, which allows to apply and adapt the best practices in the country, the "patient-physician" system is the most effective, convenient and convenient way to interact.[14]

Telemedicine has been praised by people suffering from chronic diseases, as well as the effectiveness of online treatment of patients living in remote areas, consisting of large medical centers. At the same time, the adoption of laws regulating the issues of privacy, access rights and responsibilities will further enhance the role of telemedicine.

Due to the growing dependence of e-health on the public and private sectors of the economy, telemedicine services are used to improve the quality of health care and to create conditions for citizens to use basic health services in their commercial endeavors.[15]

As a result of providing telemedicine services with fair and high modern standards, social protection of the population, quality medical services, as well as information, language, geographical location, physical and mental competence, age and gender differences are guaranteed.

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