



FEATURES OF INNOVATION ACTIVITY IN MEDICINE

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ABSTRACT

The purpose of this article is to study the features of innovative activity in the healthcare system with consideration of innovative and program-targeted development models, issues of innovation policy and world experience of public-private partnerships. For the successful implementation of innovative programs in the healthcare system, the author offers a number of specific recommendations for developing strategies, creating special organizational structures, finding new ways of financing, controlling and monitoring the results of innovative activities.

Keywords

innovation policy in medicine, innovative model of development of the healthcare system, innovation process of medical organizations.

INTRODUCTION

Innovative activities and the development of innovations have their own management features. In any field, including healthcare, enterprises need a developed infrastructure. In medical organizations, this means the provision of equipment, the training of medical personnel and the conditions for the introduction of innovations, which are also priority aspects of the development of new technologies.

MATERIALS AND METHODS

Innovations in the healthcare sector are aimed at increasing the efficiency of primary care, the efficient use of funds, the introduction of resource-saving technologies and the development of new organizational and legal forms of medical organizations against the backdrop of the development of scientifically based approaches to the formation of standards for patient management for various types of medical care at all levels of its provision.

The introduction of innovation is required not only at the level of the medical institution itself, but also at the state level through the implementation of state innovation policy.

Investments in innovations in the healthcare sector are the most risky, and as their size increases, the economy approaches the technological barrier, when the lag



between knowledge and its practical implementation decreases, and therefore the possibility of testing alternatives decreases and overall uncertainty increases [1]. As objective prerequisites for the need for innovative development of the healthcare system, the following should be highlighted:

1. High level of public interest in health issues.
2. Widespread public support, an increase in the volume of research carried out, an increase in funding.
3. A significant increase in private investment in the field of medical innovation.
4. Setting priorities for the country's state policy to increase life expectancy and improve the quality of life.

RESULTS AND DISCUSSION

Innovation is not about changing what is available, but about offering something different that will allow us to look at real problems differently. Medical insurance in one form or another cannot solve health care problems, since it is a system of financing, not the provision of medical care. And without the provision of high-quality, timely, full-scale, sufficient medical care, it is impossible to competently build a system for its financing [2].

It should be understood that the result of innovative activities in healthcare is the development of medical technologies, scientific achievements and best practices aimed at obtaining a qualitatively new idea of health improvement, treatment, process management in the medical industry, obtaining new medical goods, technologies or services that have competitive advantages.

Innovative development of healthcare is the most optimal way to radically improve the health and quality of life of the population, combat premature mortality and solve the country's demographic problems [3]. Innovation in healthcare is the result realized in the medical services market, obtained from investing capital in a new product or operation (technology, process). The driving mechanism for the development of innovations in the field of medicine, first of all, is market competition. In market conditions, institutions providing medical services are constantly forced to look for ways to reduce production costs and enter new markets for selling their services.

The innovation process, as noted earlier, includes 68 stages, depending on the industry and the specifics of the enterprise. For medical organizations, there are usually 8 main stages:

1. Initiation of innovation - this process is the input for the entire innovation process, but includes the largest number of important works and interrelated processes.



2. The R&D process itself, the process of creating an intellectual product itself and, most importantly, the creation of a concept of health improvement, which includes the subject and object of research.

3. Marketing - essentially this process is decisive for the design of the next stages of the innovation cycle. However, the work and tools of this process function throughout the entire innovation cycle.

4. Stage of formation of future production - at this stage, R&D is implemented and prototypes of medical technologies are created.

5. Production of an innovative product (provision of services) - small-scale, serial and mass production.

6. Commercialization of innovations - implementation of innovations based on the sale of innovative medical products and technologies.

7. Promotion of innovations - distribution of new medical products and services among partners (clinics and other medical organizations) and the population.

8. Efficiency assessment - involves the formation of constant monitoring based on established innovations, the purpose of which is to create or improve a functioning technology or product.

All economic processes take place in time, i.e. have a beginning, forward movement and ending. People's needs change as they move from one stage of life to another. In the same way, any goods and services, including those in the healthcare sector, go through a number of stages, which together represent some kind of life cycle. The life cycle of an innovation is a certain period of time during which the innovation has active life force and brings profit or other real benefits to the manufacturer and/or seller [6].

The main tasks of various management levels, the solution of which affects the quality of innovative activities of territorial healthcare, are presented in Table 1.

Table 1

Main objectives of innovation policy in the healthcare sector

No	State level	Regional	Municipal
1	Creating a favorable economic environment for the implementation of innovative processes	Promoting the development of innovative economy	Implementation of directions of territorial innovation policy
2	Development of science, innovation in organizing effective interaction and cooperation of scientific and applied science	Conducting research in the field of innovation	Building an adequate management system



sustainable development of the country	Participation in the development and implementation of innovative development programs within the framework of territorial development policy	Concentration of efforts on social issues
Development of industry policy field of innovation	Promoting technological cooperation with other regions	Development of own innovative projects and programs
Leveling territorial imbalances	Integration into interregional technology transfer networks	Increasing economic independence through the use of innovative approaches
Creating a favorable innovation environment	Providing comprehensive support for the operation of the enterprise, including financial support activities in accordance with the national strategy and programs	Interaction with regional entities and defending your interests
Organizational and methodological support for regions	Participation in defining goals and objectives, monitoring and evaluating the system's performance	
Training of scientific and organizational personnel as the main source of innovative ideas	Coordination of interaction with the main elements of the innovation structure, including with individual organizations	Development of our own personnel policy, attraction and support of young personnel
	Assistance in obtaining support at the state level	Informing the population and employers

Among the factors influencing the innovative development of healthcare, the following should be highlighted:

- search and implementation of advanced technologies in healthcare practice;
- development of new economic relations aimed at creating a market in healthcare;
- implementation of resource-saving policies, rational use of available human and material resources.

CONCLUSION

The innovation process in healthcare is a sequential chain of defined steps that should lead innovators from the creation of an idea to the development of an innovative product or service. This, in turn, unites the healthcare system with business, which have common interests in achieving their goals. Based on this, it is worth noting that innovative activity in medicine implies the active development of public-private partnerships as the main tool for reducing the cost burden on the state budget and at the same time a channel for creating new "niches" for entrepreneurs. In general, effective innovative activity in medicine by qualitatively improving the health and living comfort of the population, increasing life



expectancy, and solving demographic problems allows countries to be successful on a global scale and is one of the main indicators in the global competitiveness index.

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