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SPECIFICITY OF THE USE OF LABOR POTENTIAL IN THE CONDITIONS OF INFORMATION SOCIETY DEVELOPMENT

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The specificity of the using of labor potential in the conditions of development of the information society forms a problematic aspect related to the physiological and psycho-emotional forces of the human body in an environment that is significantly different from the previous stages of social progress. The rapidity of the business environment with the increase of information flows requires special expenses of the human body in the course of its work. That is why we need a special look at the problem of utilization of human health and biological work opportunities and, as a consequence, the formation of public health.

The impact of the new challenges of the information society on the use of the biomedical component of work potential is rather ambiguous. It may be differentiated at different hierarchical levels (levels of state, region, individual potential carrier), but the need to identify such impacts on public health is indisputable. If theorists and practitioners continue to ignore the peculiarities of the influence of the current conditions of the information society on the medical and biological labor potency, the processes of the so-called reproduction of the inferior generation, which is largely characterized by problems of public health formation, will intensify [1, 4].

Finding out the problems and consequences of the influence of the information society in the context of its main features (phenomena and processes) allow us to form a common view of their management. First of all, it should be understood that the optimum use of medical and biological labor potential is possible provided that social disadaptation is prevented, in which biological opportunities and social load dissonate among themselves. The normalization of such processes should be carried out internationally and adapted to national ones.

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The permanent management of the use of biomedical work potential and the formation of public health should focus on qualitative diagnosis of the human condition, as evidenced by the initial stages of the disease. The implementation of such a practice can be carried out at the level of economic entities - employers. In fact, those entities that offer such additional social services to their employees will be able to expand their staff with highly qualified personnel who are characterized by additional dedication to their employer. Thus, the employer receives a dedicated employee who is ready to maximize his or her work potential and further develop it [2, 5].

The using of labor potential in the context of the need to improve public health and the development of the information society is a rather problematic process, which is limited, on the one hand, by the significant failures of implementing innovative approaches in the field of social and labor relations and, on the other hand, by many destructive ones in the field of health care. Therefore, the effective use of the medical and biological components of the country's labor potential is characterized by a number of problematic patterns that lead to noticeable deformations, chaotic reproduction process of society [3, 5].

Overcoming all of the many public health problems is possible if the national value system is gradually developed, where a healthy lifestyle value should take the lead. Achieving this is an extremely complex and painstaking task that requires a sustained effort over the life of several generations, since those anemic processes that exist in the health care field today cannot be eradicated even in a few years.

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BASIC DEFINITIONS IN THE SYSTEM OF PROFESSIONAL DEVELOPMENT OF MEDICAL STAFF

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Today, due to the growing importance of the professional potential of personnel, in all spheres of human life, one of the main functions of the personnel management system is the organization of vocational training. Investing in employees today often brings great efficiency compared to alternative areas of investing. The healthcare industry is no exception.

Acceleration of information updating, its globalization and acceleration of exchange, increase of the number of high-efficiency medicines, emergence of new treatments, including expensive and high-tech ones, development of medical equipment, increase of the number of elderly citizens, increase of patients' awareness, current conditions of health policy, emergence new activities in health care facilities require training and continuous development of medical personnel [1, 4, 5].

Personnel development is a purposeful set of information, educational, which help to improve the skills of employees of this organization in accordance with the tasks of its development, potential and inclinations of employees [2, 3].

Professional development of staff in the health care system comes through the professional training of staff - the process of improving knowledge, skills and competence of personnel.

Traditionally, according to the theory of personnel management distinguish:

- training of personnel - the formation of knowledge and skills in a particular professional field, ie training people who did not have a profession before);
- retraining (or retraining) - a set of activities aimed at obtaining a new specialty for persons who already have a certain profession);
- upgrading of staff - expanding, supplementing, deepening

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