

organic farms are more labor-intensive than conventional farms, which further reduces the profitability.

The organic products market in Ukraine has been growing rapidly. There is a significant discrepancy between conventional and organic enterprises from the viewpoint of the size of the sown area, the level of economic efficiency and the intensity of production. Further development of the organic products market is highly dependent on growth in the income of the domestic population and state support for producers.

The low difference in prices for conventional and organic products (e.g., milk) indicates the absence of developed markets for organic production in Ukraine. In order to further develop organic farming specialized in production of the aforementioned products, the support schemes are required. In particular, the direct sales promotion may help to supply the organic production to the domestic markets, whereas large scales measures are needed to support exports of the organic products.

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### **DIGITALIZATION AS A MEANS OF STRENGTHENING THE COMPETITIVENESS OF MEDICAL INSTITUTIONS**

From the perspective of the way services are provided, it is commonly assumed that the health care market is heterogeneous. In this market, health services are offered by both public and private institutions [1]. However, even with this supply, the cost of the health care market is constantly increasing, due to either a lack of funding for public institutions or high prices charged by private providers. The ever-increasing cost of the health care market will

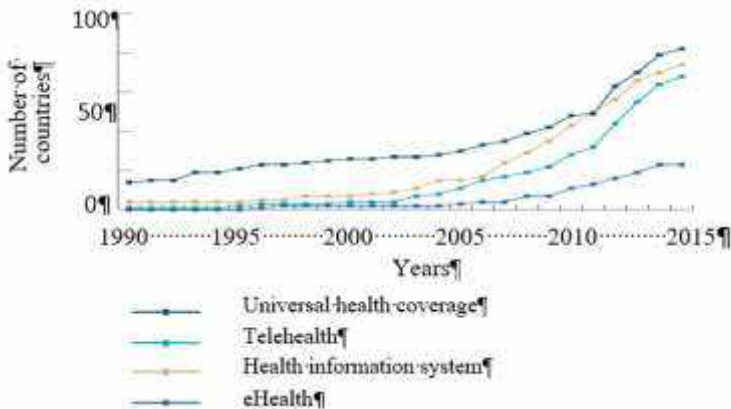
undoubtedly determine increasing competition and, at the same time, improving the quality of health care services.

The market for health services is particularly demanding, as it provides specific services that represent a set of specific benefits to the patient (client). In addition, these benefits are highly variable, as not every illness can be fully cured due to the nature of the illness and the way the patient lives, and consequently the degree of satisfaction with the health service will be very subjective [4].

Therapeutic activities consist of providing health services aimed at maintaining, preserving, restoring or improving health, as well as other medical activities resulting from the treatment process. In addition, it may concern health promotion or educational and research tasks that would require the introduction of new medical technologies and treatments.

As a result, medical organisations wishing to strengthen their competitiveness will increasingly seek to use modern medical equipment, attract highly qualified medical personnel, and develop international cooperation, which will improve the quality of treatment, prevention and research activities [7].

The development of medicine on a global level means that the activities of health care providers continue to evolve. New types of services are emerging, such as *eHealth* (the use of information and communication technologies to varying degrees to support health care activities) and *mHealth* (monitoring the patient's health status, controlling doses and timing of individual pharmaceuticals using mobile devices and smart electronics, wearable gadgets) [6].



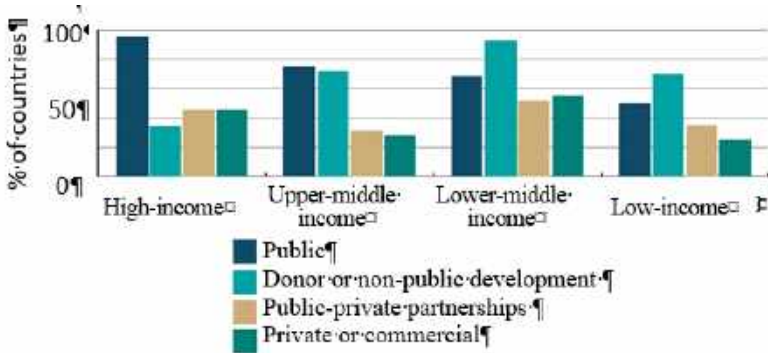
**Fig. 1. The growth rate of global health policy**

**Source:** Global diffusion of eHealth: Making universal health coverage achievable, <https://apps.who.int/iris/handle/10665/252529> [3]

A study commissioned by the Polish Ministry of Digitalization shows that 84% of those surveyed regularly use the Internet in their daily lives, of which 86% use mobile Internet and 61% connect to the Internet via a smartphone. Interestingly, 89% of those surveyed said that the Internet makes life easier and 83% said they need to use it more in healthcare and administration [2].

The World Health Organization believes that all the conditions are in place. Figure 1 shows that the number of countries that are actively using eHealth opportunities is increasing rapidly each year. Active support is also provided through funding sources, which can come in any combination. Figure 2 provides an analysis of funding sources for eHealth programmes by income group.

Moreover, given the fact that a large number of people (patients, doctors, manufacturers and distributors of medicines, technology, devices and medical supplies) are interested in eHealth, information and communication technologies and professional crowdsourcing platforms can also contribute to the development of this sector [5].



**Fig. 2. Investment in eHealth**

**Source: Global diffusion of eHealth: Making universal health coverage achievable, <https://apps.who.int/iris/handle/10665/252529>**

Thus, in order to strengthen the competitiveness of the health sector, cooperation between health care institutions and entrepreneurs should be intensified. This will create favourable conditions for new investments and create new initiatives for the development of eHealth. Supporting and promoting cooperation between the scientific and business communities, developing medicine, including innovative therapeutic methods, introducing new technologies with a special focus on artificial intelligence, and shaping and promoting healthy attitudes will enable the provision of health care services at a higher level.

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## ІНТЕГРОВАНА МОДЕЛЬ УПРАВЛІНСЬКОГО ОБЛІКУ ІННОВАЦІЙНИХ ВИТРАТ

Дослідження сутнісних характеристик інноваційної діяльності дозволяє виявити її специфіку, зумовлену такою особливістю її результатів, як невизначеність. «Економічна» невизначеність виникає у момент ухвалення рішення про використання наукового знання у виробничій чи іншій діяльності організації, саме у цей момент організація починає витрачати свої ресурси, тобто нести втрати. Це призводить до неможливості точної оцінки економічного ефекту від наукового досягнення.

Перші кроки з подолання «економічної» невизначеності робляться на стадії прикладних досліджень, але основна робота у цьому напрямі відбувається на стадії економічного освоєння.

У сучасних умовах ринкової економіки за жорсткої конкуренції, коли основним джерелом відшкодування витрат на інновації є собівартість нової чи вдосконаленої продукції, з'являється гостра