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INTEGRATION OF THE DIGITAL ECONOMY INTO SOCIAL SYSTEMS

ІНТЕГРАЦІЯ ЦИФРОВОЇ ЕКОНОМІКИ В СОЦІАЛЬНІ СИСТЕМИ

The modern development of information technologies and their widespread use have a significant impact on all areas of human activity. In Ukraine, various national projects covering almost all social spheres have been adopted to improve the quality of life: healthcare, demography, education, science, and culture. As A. Gudmanyan, S. Yahodzinsky and others note: "Having been a conglomerate of various nation-states for thousands of years, the social, economic, environmental and cultural space of the world is now transforming into a borderless space" [1].

It is important to note that the development and spread of information technology is also influenced by government support. In Ukraine, for example, such support is provided through the implementation of the National Economic Strategy for the period up to 2030 (Resolution of the Cabinet of Ministers of Ukraine No. 179 of 03.03.21) [2]. Its implementation involves the widespread integration of digital technologies into various industries and spheres of human activity.

The digital economy is defined by the introduction of digital technologies into all aspects of life. It also involves the transition from traditional methods of information processing to the use of digital technologies [3, p. 162-163]. Today, digital technologies permeate all spheres of human activity and greatly facilitate all processes in these areas. For example, in the field of culture, digital technologies allow everyone to participate in various cultural events, regardless of whether the person is in a remote corner of the country or in a small town. This is realized through online broadcasts of concerts, theater performances, etc. Another area in the cultural sector is online tours of the world's most famous museums, where you can see all the exhibits of a permanent or temporary exhibition at any time.

The pandemic has emphasized the importance of introducing electronic technologies in education. Digital education provides an opportunity to obtain higher education through electronic technologies. Among the three forms of education – full-time, part-time and distance learning – only the distance learning form before the pandemic involved significant use of digital technologies in the educational process. However, the spread of the coronavirus infection forced both full-time and part-time forms of education to switch to 100% of classes using electronic distance technologies. This made it possible to fully

conduct lectures, practical classes, as well as exams and tests without direct contact between students and teachers, as well as between students themselves.

In the healthcare sector, electronic technologies can speed up the process of servicing visitors, simplify and reduce the time it takes for a patient to receive a medical service at a healthcare facility, and improve the quality of medical care. Examples include the automatic exchange of patient test results between different medical institutions, which makes it impossible for a patient to receive test data in one medical institution and submit it to another organization, the transfer of sick leave certificates from paper to electronic form, the ability to make an appointment with a doctor using the unified HELSI.me service, etc.

In addition to using electronic technologies that are visible directly to the patient as a recipient of medical services, medical organizations that provide these services are implementing comprehensive medical information systems. These systems have a specific set of functions that allow for the integration of the medical information systems of each medical institution with regional and state medical information systems.

Thus, the integration of digital technologies into various social spheres, such as healthcare, education, and culture, allows for continuous improvement of the quality of medical, educational, and cultural services. Digitalization helps to accelerate the pace of development in these areas, makes services more accessible and efficient, and reduces time and resources. The introduction of digital technologies opens up new opportunities for distance learning, online consultations, and virtual participation in cultural events, which significantly improves the quality of life of the population and ensures equal access to important public services. This process also requires constant support from the state, and investments in infrastructure development and training, which will ensure sustainable and innovative growth in the future.

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