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ISMA University of Applied Sciences  
Baltic International Academy

Center for Ukrainian and European Scientific Cooperation  
*supported by international organizations and medical associations  
and unions*

**International scientific conference**

# **Modern courses of changes in health care management: modernization, quality, communication**

**May 31, 2024**

Scientists, postgraduate, and undergraduate students of higher education and research institutions, physicians, and other interested persons are invited to participate in the international conference.

The conference aims to unite highly qualified specialists from Ukraine and European countries in a global dialogue on current trends in healthcare management.

Participants will gain new knowledge and innovative approaches to healthcare management from an interdisciplinary perspective. The event will present Ukrainian and international experience in modernizing the healthcare sector.

**Participation form:** face-to-face and online.

The international conference “Modern courses of changes in health care management: modernization, quality, communication” includes a ZOOM plenary session on May 31, 13:00.

Odessa National Medical University is an official provider of continuing professional development (CPD).

### Participation forms:

- free listener (5 CPD points);
- an oral report without a publication (30 CPD points);

The CPD (continuing professional development) certificates are provided upon test completion.

### Organising Committee:

**Zaporozhan Valerii Mykolaiovych** – Rector of Odessa National Medical University, DSc (Medicine), Professor;



**Orabina Tetiana Mykolaivna** – Director of the Department of Medical Services of the Ministry of Health of Ukraine, Assistant at the Department of Health Care Management, Bogomolets National Medical University;



**Marichereda Valeriia Hennadiivna** – First Vice-Rector of Odessa National Medical University, DSc (Medicine), Professor;



**Djakons Romans** – Chairman of the Board of ISMA University of Applied Sciences, Dr.sc.ing., Professor, Academician;



**Buka Stanislav** – Rector of the Baltic International Academy, Doctor of Economics, Professor;



**Borshch Viktoriia Ihorivna** – Guarantor of the Educational and Professional Program “Management of Health Care Facilities and Pharmaceutical Business”, Professor at the Department of Health Care Management, Odessa



National Medical University, DSc (Economics);

**Opria Yevhen Vasylovych** – Head of the Department of Psychiatry, Narcology, Medical Psychology and Psychotherapy, Odessa National Medical University, DSc (Medicine), Professor;



**Siebov Denys Mykhailovych** – Director of Municipal Non-Commercial Enterprise “City Clinical Hospital No. 10” of the Odesa City Council, DSc (Medicine), Professor;



**Havrychenko Dmytro Heorhiiovych** – Medical Director of House of Medicine LLC, DSc (Medicine), Professor;



**Vartanova Olena Viktorivna** – Professor at the Department of Management and Smart Innovations, Kyiv National University of Technologies and Design, Senior Researcher at the State Organization “V. Mamutov Institute of Economic and Legal Research of the National Academy of Sciences of Ukraine, Practicing Psychologist, DSc (Economics), Professor;



**Rudinska Olena Volodymyrivna** – Head of the Department of Health Care Management, Odessa National Medical University, PhD in Economics, Associate Professor;



**Kusyk Nataliia Lvivna** – Head of the Curriculum & Instruction Department, Odessa National Medical University, PhD in Economics, Associate Professor;



**Melnyk Yevheniia Oleksandrivna** – Head of the Academy of the National Health Service of Ukraine.



## Sections:

## Section 2. Digital technologies in healthcare management

## Section 4. Social responsibility in healthcare and pharmaceutical business

## Section 5. The role of university clinics in developing medical universities

## Section 6. Psychology of communication in healthcare

## Section 7. Implementation of AI technologies in healthcare

Persons who are interested in participation in the conference should send the following documents to Organising Committee **before May 24, 2024 (inclusively)**:

1. fill an application form;
2. send the abstracts to Organising Committee: [med@cuesc.org.ua](mailto:med@cuesc.org.ua).

The title of a file should meet surname of a speaker indicating Abstracts – for abstracts. For example: Shevchenko Abstracts.

**Re:** Health Care Conference.

*Participants receive a link to a plenary session is sent after paying the participation fee.*





A collection of conference materials is ensured by the Ukrainian-Polish publisher “Liha-Pres”, which ranks in [SENSE](#). Each abstract included to the materials is assigned DOI that makes it available on the [Open Ukrainian Citation Index \(OUCI\)](#) web-site, which has been developed by specialists of the State Scientific and Technical Library of Ukraine by the order of the Council of the Ministry of Education and Science of Ukraine. The compilation of conference abstracts will be published on an open platform of the Ukrainian-Polish publisher “Liha-Pres” [via the link](#).

### Requirements for Abstracts:

Section name. Paper title is centered (bold capital letters, Times New Roman, no. 14)

In one spacing, in the center, there is a full name in characters, academic degree, academic rank (if any), post, department, affiliation, city, and country; Times New Roman no. 14.

After one spacing there is a text which should meet the following requirements: A-4, all fields – 2 cm, Times New Roman № 14, line spacing – 1,5.

References (without repetitions) are at the bottom of the text taking into account the National Standard of Ukraine [DSTU 8302: 2015 “Information and documentation. Bibliographic reference. General principles and rules of composition”](#). Citations in the text should be marked with numerical order of a source according to the list and page (pages) number, for example [7, p. 16].

Text volume is **up to 5 pages** including References.

**Languages:** Ukrainian, English, Polish, and Latvian.

Please note that the **maximum number of co-authors** is 3.

### Prohibition on Using the Aggressor State’s Scholarly Papers:

**Languages:** Ukrainian, English, Polish, and Latvian.

It is prohibited citing and including in the reference list Russian-language publications published in any country, including papers written in other languages but published in russia and belarus.

## Venue:

Odessa National Medical University, 13 Olhiievska St., Odesa, Odesa region, 65000.

## Contacts:

### Center for Ukrainian and European Scientific Cooperation

Contact person – **Rodik Lesia Mykolaivna** –  
Coordinator of scientific events and projects on  
medical sciences.

**Telephone:** +38 (066) 642 61 74

**E-mail:** [med@cuesc.org.ua](mailto:med@cuesc.org.ua)

**Facebook:** [facebook.com/cuescinfo](https://facebook.com/cuescinfo)

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**YouTube:** [youtube.com/channel/cuescinfo](https://youtube.com/channel/cuescinfo)



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## Sample of Abstracts:

### Section 2. Digital technologies in healthcare management

#### Efficiency of digital technologies use in the healthcare management system

**Prokopchuk Ivan Anatoliiovych**

*DSc (Medicine), Professor,*

*Professor at the Department of Health Care Management*

*Odessa National Medical University,*

*Odesa, Ukraine*

Text... [1, p. 2].

#### References:

1. Соколенко Л. Ф., Линник С. О. Впровадження засобів цифрового управління в сфері охорони здоров'я. *Державне управління: удосконалення та розвиток*. 2020. № 8. С. 1–5.

Ministry of Health of Ukraine  
Odessa National Medical University



Master's Program  
**Healthcare and Pharmaceutical Business Management**  
Subject Area 07 "Management and Administration"

Odessa National Medical University kindly invites you to get a second degree in healthcare management.

You can apply for a Master's program "[Healthcare and Pharmaceutical Business Management](#)" (Subject Area 07 "Management and Administration"). After completing the program, graduates receive a state-recognized Master's diploma at the medical university, which is unique in the South of Ukraine.

The program **is intended for:**

- heads and deputy heads of medical and pharmaceutical institutions of all forms of ownership;
- heads of departments and other units of medical and pharmaceutical institutions;
- civil servants from the healthcare sector;
- medical and pharmaceutical professionals;
- university graduates majoring in medicine and pharmacy, medical and pharmacy interns who are eager to grow professionally;
- future entrepreneurs who are going to start a business in the healthcare and pharmaceutical sectors;
- chief nurses.

### Training Organization

Enrollment campaign starts in **May 2024**. [More details](#) are available on the university website

**Training** begins in **September 2024**. It takes **1.4 year**.

Training forms: **in-person** and **distance**.

### Program's advantages



Training is provided by highly-qualified research and academic staff



Involvement of leading healthcare practitioners from Odesa and Odesa region in teaching



Opportunity to combine work and study



Comprehensive training of graduates to start a career in the private or public healthcare sector



Own practical base: ONMU Clinic with two multidisciplinary medical centers



Combination of theoretical and practical training with the use of innovative teaching methods at Odessa National Medical University



Learn more about the program's curriculum [at the link.](#)

### Contacts:

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➤ Kniazkova Valentyna, Senior Lecturer at the Department of Health Care Management, +380963339797

➤ Borshch Viktoriia, guarantor of the education-professional program "Healthcare and Pharmaceutical Business Management", + 380971473003

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За 1,4 роки ми підготуємо Вас до роботи менеджером:

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