SHOULD PEOPLE BE FORCED OR MOTIVATED TO LIVE A HEALTHY LIFESTYLE?

Children and teenagers who are growing up today with such platforms as YouTube, VKontakte, and TikTok adopt the opinions, lifestyles, thoughts, and behaviour patterns of their idols: famous bloggers and Internet stars. At present, however, there is much concern about whether there are worthy role models, who are both bright and charismatic, but also moral and decent leaders, and are information savvy in matters of health culture, with a proactive attitude about life and a desire to work for the benefit of society. Nowadays, there is an entire subculture based on comprehensive self-care and on moral behaviour. However, strict recommendations are not necessarily required to impose a healthy lifestyle on the public. When opinion leaders who lead a healthy lifestyle develop a communicative culture and create the proper environment for a healthy lifestyle, this significantly enhances the level of awareness and loyalty among people who are interested in, but remain hesitant about leading a healthy lifestyle. What is a healthy lifestyle in the modern world and what conditions are needed to create it? How can we strengthen the government's role in developing a culture of health and promoting a healthy lifestyle? Who are the idols and leaders in health issues among today's young people? How does communication with health and fitness professionals help to get young people more actively involved in living a healthy lifestyle and interested in sports activities?

ESTABLISHING THE DOMESTIC PRODUCTION OF BLOOD PRODUCTS: PROBLEMS AND SOLUTIONS

Drugs obtained from blood plasma are considered vital and essential medicines. More than a million patients in Russia need them every year. At present, the domestic market for blood products is directly dependent on imports. Given the lack of domestic production facilities and the constant need to make purchases abroad, the health of Russia's citizens and, consequently, its national security is dependent on external economic conditions. Amidst the current global challenges, expanding and improving the production of medicines derived from blood plasma is a top priority for Russia's development. In order to eliminate the domestic healthcare industry's dependence on imported medicines and strengthen national security, Russia needs to achieve self-sufficiency in the production of basic blood products by expanding the presence of Russian medicines derived from blood plasma on the domestic pharmaceutical market, create modern industrial production facilities for medicines derived from blood plasma, and increase the amount of blood plasma purchases in order to create a stable supply of raw materials for drug production by modernizing plasma centres and building technological facilities for plasma fractionation. How can we effectively increase the donation of blood and its components at the federal and regional levels? What alternative methods of blood-saving technologies exist? What are the key focuses of Russia's state policy for increasing purchases of blood plasma for drug production? What support measures will facilitate the regions' involvement in the project to build plasma centres? How can we accelerate the expansion of domestic drugs derived from blood plasma on the Russian market?

INNOVATIONS IN HEALTHCARE: MEASURES TO SUPPORT INNOVATIONS AND OPPORTUNITIES FOR THEIR ACCELERATED INTRODUCTION BASED ON THE EXPERIENCE OF RUSSIA AND CHINA

One of the key indicators of Russia's competitiveness is the extent of the development of its innovation and healthcare sectors. The National Security Strategy envisages the introduction of incentives by the government, the encouragement of private investment in innovative activities, and the accelerated introduction of their results to ensure the sustainable growth of the Russian economy. Russia has significant potential in terms of fundamental and applied research, an extensive system of scientific and educational centres, and advantages in a number of technologies. One of the tasks that is crucial to achieving the country's goals of scientific and technological development is the creation of instruments to protect intellectual property and the expanded enforcement of patent legislation in order to get Russian businesses more interested in developing innovative activities. The development and introduction of new medical technologies and medicines is also pivotal to Russia's healthcare strategy, including the creation of centralized digital platforms to diagnose diseases using artificial intelligence, the introduction of modern molecular genetic methods to forecast, diagnose, and monitor the progression of diseases, personalized pharmacotherapy methods, as well as numerous other existing and emerging technologies of the future. The strategy of supporting innovative developments has also been crucial to China's success in recent decades in transforming the economy from a global producer of knowledge-intensive technological goods to a developer and pioneer in multiple fields of science. Some of the key features of the approach taken by Chinese innovative developers include their focus on the applied use of new technologies, the broad mobility and speed of decision-making, significant and diversified government support for innovators, as well as a focus on introducing new technologies equally in the local and foreign markets. What measures are most effective and essential to support the development and introduction of innovations? What regulatory conditions are needed to create the most conducive innovation ecosystem? What barriers to innovation have been encountered and still need to be addressed? How can innovation in healthcare be accelerated? What is the best way to gain international recognition in the context of intercountry competition for human capital, sales markets, and scientific leadership?

TOOLS FOR THE FINANCIAL STABILITY OF THE HEALTHCARE SYSTEM

One of the key objectives of Russia's state policy to protect the health of its citizens is to improve the healthcare system and provide it with the necessary financial resources. Given the unprecedented challenges of recent years, the government has made a number of important decisions that aim to maintain and support the financial sustainability of the domestic healthcare system. Effective results have been achieved by introducing domestic innovations in practical healthcare in order to reduce the overall cost of medical care, as well as increase the amount of funding to ensure the timely provision of medical services and the implementation of strategic initiatives. What methods of financial stability of the country's leading federal centres and low-capacity regional hospitals have proven to be the most effective? What methods and tools can be used to ensure the equal financial reliability of medical organizations given the differentiation in regional prices? What criteria for prioritizing funding for strategic projects need to be introduced to accelerate their proper implementation?

HUMAN RESOURCES FOR HEALTHCARE: NEW SOLUTIONS TO COMPLEX CHALLENGES

Every year, the government allocates significant resources to build up and develop the public health system, which requires competent human resource management to function effectively. In order to rapidly develop medicine and pharmaceutical production, Russia needs experienced managers, medical workers at all levels, and competent medical industry specialists. The professionalism of medical workers and proper staffing in the healthcare system have a beneficial effect on health, life expectancy, and population decline. National projects to provide medical organizations with skilled professionals and the introduction of a management system at all levels have already significantly increased the staffing of organizations with specialists who provide primary outpatient healthcare services. What measures has Russia developed and applied to provide social support for, as well as recruit and retain medical personnel at the local level? What medical specialists are lacking in Russia above all others? How can we overcome the shortage in the healthcare workforce?

MEDICAL SCIENCE AT THE FOREFRONT OF RUSSIA'S TECHNOLOGICAL SOVEREIGNTY

The rapid development of medical science in Russia is contributing to significant achievements in the medical and pharmaceutical industries, improving genomic technologies and the production of innovative drugs, and creating unparalleled medical technologies and equipment. However, to achieve technological sovereignty in the healthcare industry, it is crucial to enhance the level of interaction between the scientific community, government, and business and prioritize areas of focus and projects that aim to create a specific tangible and practice-oriented result or product that is promising in terms of industrial production and its introduction in clinical practice. Implementing these ambitious goals will help achieve the strategic goals of reducing dependence on imports, modernizing Russia's domestic production capacities, and ensuring a consistently high level of national healthcare regardless of external factors. How can we overcome the challenges that medical science will encounter on the path to achieving Russia's complete technological sovereignty in the healthcare industry? What areas of medical science should be regarded as the top priorities and the most promising? How do developments with AI affect the development of the healthcare system? What government incentives are needed right now to get the scientific community and the medical and pharmaceutical industries completely focused on ensuring technological sovereignty in the healthcare sector?

MOSCOW HEALTHCARE STANDARD

Reforms in the Moscow healthcare system have created an ecosystem in Russia that is innovative in terms of its organizational solutions and technologies and have become an example for other regions and countries. It is unique in the sense that it ensures the quality, efficiency, and accessibility of medical care for every Muscovite. Thanks to the ambitious Moscow Standard crowdsourcing project, this ecosystem was created taking into account the wishes of the citizens. The key result of the capital's healthcare reforms – an increase in average life expectancy in Moscow to 78 years – has sparked a professional discussion about the need to extend this experience to other regions of Russia. Artificial intelligence has become a digital aide that analyses patient information and provides the medical professional with the most likely diagnoses and recommendations for the examinations the patient needs. What are the goals and prospects for developing the Moscow Healthcare Standard? What changes has the Moscow Standard introduced in the national healthcare system? How can we accelerate the introduction of these best practices in other regions of Russia, taking into account their

regional specifics? What is the best way to popularize preventive medicine among the population and encourage citizens to visit medical institutions for preventive purposes?

NATIONAL MEDICAL RESEARCH CENTRES: GROWTH POINTS OF THE RUSSIAN HEALTHCARE SYSTEM

National medical research centres are a place of synergy between science, technology, and education, where modern approaches to healthcare are developed. As part of the development of a network of national medical research centres, innovative medical technologies are being introduced, and organizational and methodological guidance is being provided to medical organizations of the Russian regions. Specialists at these centres work with all regions of Russia and conduct events on medical care, which cover a wide range of issues related to patient routing, the development of digital and telemedicine technologies, the introduction of quality management systems, and drug supply. How can the experience and knowledge of specialists be used to build a better national healthcare system? How can innovative approaches and best practices from national medical research centres be incorporated into regional healthcare? What innovative medical products are currently being developed?

HOW TO INTRODUCE AND ASSESS THE EFFECTIVNESS OF DIGITAL SERVICES?

One of the top priorities for the development of healthcare systems worldwide is digitalization. Digital transformation helps to increase the scope and improve the quality of medical services provided to the population, reduce the growth of costs required for the functioning of the existing system, and more actively introduce preventive medicine. Patients are already actively using telemedicine, which enables them to receive qualified care without having to visit a medical facility, and electronic medical records, where the results of tests and studies are stored. However, the further digitalization of the healthcare sector and assessment of its effectiveness must take into account numerous factors: the coordinated actions of representatives of IT and the healthcare system, the possible reorganization of business processes in healthcare, funding, and the increased awareness among the population and medical personnel about digital services. How is the Russian healthcare industry implementing the process of introducing digital innovations? What criteria are used to evaluate the effectiveness of digital services? What is the best way to effectively apply and popularize digital services for the population?

NURSING'S ROLE IN THE DEVELOPMENT OF THE MEDICAL CARE SYSTEM

The functionality and role of nurses in terms of properly caring for patients has expanded in response to the progressive development of medical science and the introduction of innovative technologies into the healthcare system. At present, a pilot project is being successfully implemented to transfer certain functions of doctors to nurses for conducting medical examinations among the public, preventing non-communicable diseases, and promoting a healthy lifestyle. However, in order to effectively transform nursing activities, it is crucial to develop professional associations and non-formal education, establish youth councils among specialists with secondary medical educations, and create a talent pool of nursing service managers, given the shortage and high workload of nurses, the need for greater public recognition, and the insufficient use of modern technologies. What steps to optimize nursing activities

will enhance the prestige of the profession and create the necessary conditions for the professional development of medical personnel? What is the best way to attract and retain highly qualified specialists at the local level? How does managing nursing activities affect the national healthcare system?

COMBATTING NON-COMMUNICABLE DISEASES TO HELP PROTECT RUSSIANS' HEALTH

Statistics show the most common cause of death in Russia is non-communicable diseases, with the most dangerous ones being diseases of the cardiovascular system, cancer, diabetes, liver, and the nervous system. To prevent and treat non-communicable diseases, the state is implementing a wide range of effective measures, including the elimination and correction of risk factors through programs to support public health and create conditions for a healthy lifestyle, regular preventive examinations and checkups of the population and the medical observation of citizens who already suffer from chronic diseases. The successful implementation of such initiatives is a top priority for protecting the health of the Russian population, since they will save millions of lives, including people of working age, as well as trillions of rubles in the state budget. What results have federal projects to combat non-communicable diseases already achieved? What new government programs aim to reduce mortality from non-communicable diseases? How does combatting non-communicable diseases affect the implementation of the strategy to protect the Russian population?

DEVELOPMENT AND REGULATION OF MEDICINES: RUSSIAN AND INTERNATIONAL EXPERIENCE

One of the key goals of the healthcare system worldwide is to provide citizens with high-quality, effective, and affordable drugs. To achieve this goal, the government needs the medical and pharmaceutical industries to be technologically independent, pharmaceutical production to be financially stable, and an effective state system to regulate the circulation of medicines, which will guarantee the quality and safety of medicines. It is also crucial to take into account the interests and needs of the business community that is directly involved in the production and sale of drugs. Above all else, these needs include transparent and business-oriented decisions in regulation, affordable investments in the industry by the government to develop and introduce innovative drugs, simplified administrative procedures for licensing and regulating drugs, the development of clear criteria to determine inventory shortages, measures to combat the counterfeiting of drugs, and a willingness among regulators to provide expanded preferences for full-cycle production. Another key factor in modernizing the drug regulation cycle is the analysis of best global practices, particularly in China and the Middle East, where the pharmaceutical industry is one of the developing national industries. How can we effectively accelerate the regulation of drug circulation in Russia? What additional support measures does the Russian pharmaceutical industry need? How can we properly use international experience to improve the processes of ensuring national drug safety? What forecasts exist for the overall state of the industry and the growth of the domestic pharmaceutical market over the next few years?

MEDICINE AND QUALITY

Ensuring the quality and safety of medical activities is one of the key strategic priorities of Russia's state policy in healthcare. An effective tool for ensuring quality at a medical organization is the introduction of a quality management system based on uniform standards. A quality management system is a set of measures and activities that aim to standardize medical processes, reduce risks for patients and medical

workers, as well as minimize possible errors in the provision of medical care. There is great potential to develop a quality management system, both at the level of a medical organization, and in Russia's individual regions and the country as a whole. To ensure effective quality management in healthcare, it is crucial that all parties involved in the healthcare system correctly understand it. What is quality from the perspective of the Russian Federal Service for Surveillance in Healthcare? What indicators of the regional healthcare system are key and indicative for regional leaders? What role does the head of the healthcare authorities in the regions play in ensuring the quality of medical activities? What goals need to be achieved in the near future in terms of training and developing talented personnel in healthcare?

HIGHER MEDICAL EDUCATION IN RUSSIA: SUSTAINABLE DEVELOPMENT AND NEW HORIZONS

Medical education in Russia has undergone significant changes in recent years, which have enhanced the level of training due to more flexible training programmes. Continuous medical and pharmaceutical education is now offered in Russia, the accreditation system for specialists has been optimized, students and graduates can now work their first official jobs under the supervision of experienced mentors, and the prestige of Russian medical universities abroad has increased. As of the end of 2022, Russia ranked sixth in the world in terms of the number of foreign students, most of whom are from CIS countries, the Organization of Islamic Cooperation, India, and China and are studying medical-related professions. Effectively combining innovative and traditional methods in medical education helps to train highly qualified medical professionals in Russia with modern expertise to deal with the latest healthcare challenges, as well as export Russian education abroad, which in the long term will help create an attractive image of Russia in the international arena. What innovative approaches are currently being introduced into the healthcare workforce training system? What needs to be done to enhance the authority of medical education in Russia for the country's citizens and foreign students? How should the physical infrastructure of universities be developed? How can medical universities create their own research and innovation clusters?