

Міністерство освіти і науки України  
Сумський державний університет

## **Міжнародна стратегія економічного розвитку регіону**

## **Международная стратегия экономического развития региона**

## **International Strategy of Region Economic Development**

Матеріали

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## РОЗДІЛ 1

### СТРАТЕГІЇ СОЦІАЛЬНО-ЕКОНОМІЧНОГО РОЗВИТКУ КРАЇН

#### РАЗДЕЛ 1

### СТРАТЕГИИ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СТРАН

#### SECTION 1

### STRATEGIES FOR SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRIES

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#### SOCIOECONOMIC EFFECTIVENESS OF IMPLEMENTATION OF ANTI-AGING (WORKPLACE WELLNESS) PROGRAMS IN COMPANIES OF RUSSIAN FEDERATION

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Today rates of chronic diseases are on the rise among adults and children in Russia as well as in many foreign countries. And the issue of national health is becoming more and more actual. Anti-aging medicine is the branch of medical science, which studies national health related issues.

The purpose of the article is to offer scientifically grounded proof of workplace wellness programs' social and economic effectiveness.

Foreign studies prove that moderate intervention in such spheres of life as nutrition regime and quality of nourishment, physical activity results in sustainable positive effect on a human body's health functioning. And one of the most effective ways to implement health lifestyle on the national level is implementing healthcare programs in enterprises, so called workplace wellness programs. Such programs are widely used in USA and some European countries.

Workplace wellness is a \$6 billion dollar industry in the United States. Employers offer the programs to improve the health and well-being of their employees, increase their productivity, reduce their risk of costly chronic diseases,

and improve control of chronic conditions. In 2012, half of all employers with at least 50 employees offered programs, and nearly half of employers without a program said they intend to introduce one [3].

Surveys, conducted among American companies realizing workplace wellness programs, revealed that 80% of these companies note employees' productivity indicators growth, 78% of companies note employee's absenteeism indicators decrease, and 61% of companies using workplace wellness programs note decrease of costs related with employees' healthcare [1].

Anti-aging medicine is the vertex of biotechnologies and modern clinical preventive medicine interaction. The basic characteristic of modern anti-aging medicine is practical use of the newest achievements of scientific and medical technologies for early diagnostics, prevention, treatment and reverse of age disorders and diseases. It is a model of healthcare system, based on the use of innovative science and researches results for lengthening of the population's health life period. Foreign models of anti-aging medicine are aimed on quality of life improving as well as on lengthening the period of life within which one can live a productive life independent from outside help.

Foreign diagnostic and treatment programs of anti-aging medicine are scientifically founded, as they are based on numbers of systematic practical researches and their scientifically grounded results.

PepsiCo company's «Healthy Living» workplace wellness program is one of the longest and most fundamental practical studies, analyzing the impact of workplace wellness programs implementation on the employees' health. The mentioned research lasted for 7 years and showed that implementation of workplace wellness and healthcare programs lead to average reduction of costs per employee by 30\$ as a result of decrease of the employee's visits for healthcare services by 29% per employee [5].

It is necessary to study methods of pharmacoeconomic analysis used in healthcare sphere to assess the possibility and effectiveness of anti-aging workplace wellness programs in enterprises in Russia.

There are four main methods of pharmacoeconomic analysis of economic effectiveness of medical interventions:

- cost minimization analysis;
- cost effectiveness analysis;
- cost utility analysis;
- cost benefit analysis.

Methods of pharmacoeconomic analysis don't always allow to identify the only one preferable form of intervention. However they are quite helpful in choosing the most effective option, predicting of the interventions' results and planning of anti-aging workplace wellness programs implementation in companies.

The desired result is accepted as the main criteria of assessment on the intervention [2].

The main results of anti-aging programs implementation are lengthening of the populations active life period, growth of life quality level, increase of the number of employees involved in national economy, growth of their productivity and as a consequence growth of GDP (Gross Domestic Product) and HDI (Human Development Index) as an integral indicator of the population's life quality [4].

Thus principles of anti-aging life style are gaining widespread as a system of persuasions and practical actions, determining healthy lifestyle of every single person and a whole nation as the basic element of social and economic development.

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## **ЗОВНІШНІЙ БОРГ УКРАЇНИ<sup>1</sup>**

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Сучасний світ характеризується інтенсивною глобалізацією й розвитком міжнародних фінансів. На сьогоднішній день спостерігається тенденція значного зростання державних боргів країн, що розвиваються.

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