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CHALLENGES FOR THE HEALTH COMPONENTS OF A REGION IN THE CONTEXT OF GLOBALIZATION

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The current globalization changes differ in their intensity and scale of change. Spatial changes lead to the active migration of people around the world. In high-income countries, there is an ongoing debate about globalization and health, namely the spread of dangerous diseases: tuberculosis, plague, SARS, Ebola and the most discussed virus of today, which caused the global pandemic, COVID-19). The development of transport systems today means that dangerous infections can potentially travel around the world in a matter of hours. On the other hand, modern technology allows the medical community to respond more quickly to any emergency. Such spreads of dangerous infections have negative consequences for the economies of entire regions as a whole. Experience has shown that such industries as tourism, transport, and retail trade are stagnating. At one time, due to the H1N1 virus epidemic, the European Union suspended the dialogue on the establishment of a Free Trade Area with Latin America [1]. We see that today, due to the coronavirus epidemic, countries, trying to protect their population and economy, are becoming less interested in international cooperation. In addition to infectious diseases, cognitive globalization changes caused by the advertising and marketing of consumer goods contribute to the global spread of lifestyle diseases (e.g., obesity or lung disease in smokers). By 2030, almost 70% of tobacco-related deaths (7 million annually) will occur in developing countries [2]. Any reforms in the health systems of countries and individual regions must be done considering the adaptation of recommendations to the local context.

Important positive aspects of globalization are the diffusion of medical innovations from highly developed countries, where under the influence of competition, there is a continuous renewal of medical technologies, medicines, and management. Intensive export and import of capital into research, internationalization of science contribute to the spread of scientific achievements in other countries. In Ukraine, the demand for magnetic resonance and positron emission tomography, new dentistry and ophthalmology, molecular viral diagnostic tests has grown significantly. According to the index of the level of globalization of the world, which allows assessing the scale of integration of the country in the global dimension, in 2019, Ukraine's position was high – 45th place among 197 countries with 74.83 points [3]. The well-being of countries and regions can be determined by the calculated indicators developed for this purpose. An example of such an indicator is the Prosperity Index of the World's Countries, introduced in 2006 by the British analytical center The Legatum Institute. This indicator makes it possible to

determine social well-being and its development on a global scale. This parameter must consider various aspects of society in a particular country (economy, entrepreneurship, governance, health care, security, environment, etc.). As of 2019, according to the Legatum Prosperity Index, Ukraine ranked 96th out of 167 countries evaluated at that time. Moreover, if Ukraine received 54.50 points, the leader of the rating Denmark 83.96 points [4].

For a preliminary assessment of regional components that determine the healthy environment, the author considers such an indicator of Ukraine as the International Healthy Life Expectancy Index, which is assessed every 3-5 years. Hence, the most current rating is for the 2018 year. This index accurately describes the overall health and quality of life and the level of efficiency of national health care systems and social policy. The very concept of "average life expectancy" for people means how many years they will live a healthy life on average, i.e., without serious health problems that can limit daily life. D. Sullivan built the scheme for calculating a healthy life expectancy. His ideas were later developed in many publications by scientists and practitioners on the integrated health measurement methodology. It is noteworthy that compared to the traditional indicator of life expectancy, this figure in many regions of the world is lower by an average of 12%. In Ukraine, the Indicator of Healthy Life Expectancy differs by gender (men – 60.3 years, women – 67.6 years) [5]. Human life expectancy depends on many factors: climatic conditions, the state of the environment, socio-economic conditions, food security and quality, the state of the health care system, the way of life of a person. In 2019, Ukraine ranked 93rd out of 169 countries in the Global Health Index. This indicator takes into account life expectancy, access of the population to clean water and air, the number of smokers, drug addicts, people suffering from obesity, the possibilities of local medicine [6]. According to self-assessment of their health, obtained from field research among 10,000 respondents in Ukraine, almost half of respondents in the country assess their health at an acceptable level (43.1%) or a perfect level (5.3%). Another 40.8% of respondents consider their health mediocre, 9.2% and 1.6% of the adult population define their health at a low and inferior level, respectively [7, p. 11].

Where a person is born and lives determine his or her provision of sources of satisfaction of needs (availability of sufficient resources for human nutrition; good climate for everyday life; an ecological situation in the region). At the regional level as a breadwinner, it is determined to what extent a person can meet additional needs beyond the primary (home equipment, more expensive clothes, buying real estate, etc.), which becomes possible when a person receives a decent wage, has confidence in the stability of employment, has additional sources of income. If a person's needs are not met, then there is a desire that can grow into an urgent need to change the region for a job or even change a permanent place of residence. Very often, gaps at this level can be leveled by the benefits of living in the region at the third level, "the

region as a defender". At this level, a person is provided with social communication with family and friends. Besides, it is in the region of residence that a person has better access to educational services, the services of health care institutions, which is crucial for a person to rethink the feasibility of changing the region of actual residence [8].

Globalization and regionalization objectively create competition between the regions of a particular country to create favorable conditions for living and doing business. Improving a healthy environment in the region (be it financial, environmental, quality of life, or other) is an essential task because, in current conditions, it is becoming a decisive factor in economic development and one of the main goals of regional development strategy. The tool of the struggle of regional authorities should be constant work to strengthen existing, identify, and ensure new competitive components of the regions. It is necessary to apply the competitive advantages of a particular region in building its interaction with crucial entities that generate national income [9-19]. For example, Ukrainian medical institutions have many years of successful experience in the effective treatment and rehabilitation of patients with diseases of the musculoskeletal system, gynecology, digestive organs, pulmonological diagnoses. Moreover, this must be taken into account in the marketing promotion of medical and health services on a national scale, which can be one of the practical tools for integrating the health care system of Ukraine into globalization processes in the health care system [20-28].

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