

IMPROVING MEDICAL AND HYGIENIC SERVICES TO THE POPULATION OF DISTRICT VILLAGES IN KHOREZM REGION THROUGH INNOVATIVE SOLUTIONS

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Abstract

This article analyzes the emerging problems in the provision of medical and hygienic services to the rural population in the Khorezm region and proposes innovative solutions to address them. The article aims to improve public health, increase medical awareness, and develop a sustainable model of healthcare delivery through the implementation of telemedicine technologies, digital monitoring, preventive education, and activities aimed at promoting a healthy lifestyle.

Keywords

Innovative solutions, telemedicine, prevention, digital monitoring, medical literacy, healthy life style.

Relevance: Improving the efficiency of medical and hygienic services for the rural population remains one of the pressing issues in the healthcare system. This is particularly important in regions like Khorezm, where the population is dispersed across vast areas. Studies show that early detection of high - risk diseases, enhancing preventive outreach, and increasing medical awareness in rural areas require the application of modern technologies and innovative approaches. This article presents a scientifically and practically significant project aimed at enhancing medical and hygienic services in rural areas through innovative solutions, analyzing their advantages and social impact.

Objectives and tasks: Objective: To enhance the efficiency of medical and hygienic services for the rural population of Khorezm region through innovative solutions, contribute to strengthening public health, and promote a healthy lifestyle through increased preventive measures. Tasks: - To involve graduating students of medical universities and local doctors in improving medical literacy and the use of preventive services in rural communities; - To train sufficient medical personnel and improve their qualifications; - To introduce digital solutions for faster and continuous access to medical services; - To develop medical-educational platforms

based on modern information technologies and mobile applications; - To disseminate comprehensive information on hygiene, food safety, and drinking water sanitation using innovative methods; - To develop project components targeting specific population groups (children, women, the elderly); - To establish and strengthen mobile medical teams; - To increase public participation in healthcare and assess the socio-economic efficiency of these measures.

Materials and Methods: The study is planned among the rural population of districts in Khorezm region to identify the current state of medical and hygienic service utilization, existing problems, and needs. The activities focus on evaluating public attitudes toward health, demand for medical services, and satisfaction with current services. People of different ages, genders, and social statuses are randomly selected and surveyed through a structured anonymous questionnaire. The data collected is analyzed using Microsoft Excel and SPSS software. Descriptive statistics (means, percentages) are used. Based on the analysis, public needs and weak points in the system are identified.

Results and Discussion: The study reveals problems, needs, and the effectiveness of existing infrastructure in delivering medical and hygienic services to the rural population of Khorezm region. Survey results provide objective information about the level of demand for medical services, satisfaction, and regional discrepancies. The discussion focuses on the following key issues: - Real accessibility of medical services for rural populations. - Effectiveness of hygienic education and preventive activities - Volume and condition of existing infrastructure, and availability of qualified personnel - Public health literacy and self-care ability

Expected Outcomes:

The project is expected to provide important recommendations for improving service quality, ensuring public satisfaction, and optimizing resource allocation. It will also offer scientifically grounded recommendations to address weaknesses in the current system through innovative solutions.

Conclusion and Recommendations:

This study will enable identification of the health status, access to medical services, and existing issues of the rural population in Khorezm region. Based on expected conclusions, the following recommendations are proposed: - Improve the infrastructure of family polyclinics and family doctor points, strengthen their material-technical base and ensure adequate modern medical equipment and staffing - Increase the number of family doctors and patronage nurses in rural

areas, enhance their qualifications, and strengthen material incentives - Intensify hygienic education: especially focus on sanitary-educational activities among youth and mothers to improve health literacy - Implement innovative solutions: introduction of telemedicine services, mobile clinics, and digital health monitoring systems to enhance service quality - Develop region-specific strategies: prepare tailored recommendations considering each district's demographic, social, and epidemiological features. These measures will contribute to improving health policies, developing family medicine, and addressing the real needs of the population through practical scientific proposals.

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