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## Innovative and Social Technologies in the Service Sector. Socio-Economic Aspects

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**Annotation.** By analyzing and applying various social platforms, analytics and communication tools, companies and organizations can improve the quality of service, optimize customer experience management processes, and increase customer satisfaction. Using social technologies, it is possible to create more personalized services, improve customer interaction, increase the speed of responding to requests and feedback, which ultimately contributes to business growth and competitiveness in the market.

**Keywords:** Digitalization, social technologies, technologies, social processes, management process, management efficiency, service sector, process optimization.

**INTRODUCTION.** Innovative technologies play an important role in improving the efficiency of the service sector. The relevance of the study is due to the special importance of the quality of health services provided to the population.

The quality and features of the provision of health services affect not only the recipient of services, but also the safety of people who are in stable relationships with him, as well as people who do not have stable ties with this person. The paper considers services with large-scale social consequences, which include the following types of services: medical examinations, all types of medical examinations, some types of medical examinations, immunoprophylactic measures.

The consequences of violations of quality, regulations, non-compliance with certain rules of provision, both on the part of the consumer of services and on the part of the provider of this service, can have an impact on the safety of national health and on the socio-economic indicators of the state. Various violations committed in the provision of these services can lead to adverse consequences, which may be of different nature. The scale is characteristic both for the person himself and for his environment, contribute to the development of emergency situations, threaten the health and safety of large groups of people, and they can also cause economic damage.

The proposed quality control of services, with the creation of a unified database, involves improving the quality and safety of the above-mentioned services and is aimed at:

- A. excluding the formal nature of the performance of services; creating barriers to services of inadequate quality;
- B. increasing literacy, responsibility, commitment of service recipients;
- C. Technical non-admission of falsification of health services data [1];
- D. raising awareness and literacy of medical staff, which will help reduce the risks of developing large-scale social consequences for large groups of the population.

The legislation of the Republic of Uzbekistan clearly regulates medical activities, which represent professional activities in providing medical care, conducting medical examinations, medical examinations and medical examinations, sanitary and anti-epidemic (preventive) measures and other types of professional activities [2].

The widespread use of digital technologies to reform the provision of health services, aimed primarily at improving the quality and safety of services, will make it possible, in conditions of limited resources, to increase the efficiency and accessibility of these services.

**OBJECTS AND METHODS.** The classification of factors influencing the outcome of the provision of health services has been carried out. The types of medical services provided to a wide range of the population are considered, in particular, special attention is paid to immunoprophylactic measures [1]. Immunoprophylactic measures are regulated by the laws of the Republic of Uzbekistan and are also carried out in accordance with WHO recommendations on the National Calendar of Preventive Vaccinations (NCPP) [3, 4].

The Uzbek system of organizing immunoprophylactic measures was one of the most effective, providing for mass vaccination coverage of the population. Currently, there are a number of problems that need to be resolved as soon as possible.

The so-called "anti-vaccination" movements, which are active not only in our country, but also around the world, contributed to a decrease in the level of confidence in vaccination.

The relevance of the study is due to the increased risks of the spread of new viral infections, the consequences of which are widespread, affecting the socio-economic development of not only individual states, but also entire regions.

In this regard, the question arises of the need to review approaches and find new solutions to the problem of providing health services with large-scale social consequences. The use of new digital technologies, with the creation of a single database, will reduce violations and falsification of data, increase transparency, accessibility of data, their quality and security.

Modern conditions also dictate the need for prompt changes to the vaccination system. This need is determined by the emergence of new dangers associated with the development of new viral pathogens, for which new vaccines are being developed that reduce the risk of developing severe disease, as well as reducing the frequency of deaths.

It is worth noting the positive experience of using digital technologies aimed at improving the safety and quality of medical services in Estonia. On the basis of an electronic platform combining medical records, an archive of digital images, a register of medical prescriptions, a patient portal, electronic laboratories and electronic emergency care, all population data in relation to the "patient – healthcare system" was accumulated [5].

This system makes it possible online for both the doctor and the patient to obtain the necessary data, including appointments, examination data, prescriptions, X-rays, etc. The introduction of digital technologies has allowed us to solve a number of important tasks. With their help, it was possible to establish control of medical institutions over the actual costs of treating patients, reduce the burden on pharmacy facilities, and improve the efficiency of the health insurance fund.

Digital platforms help reduce risks and financial losses from improper assignments. The consolidation at the legislative level of the requirements for prescribing medicines according to their universal name makes it possible for the patient to receive affordable and inexpensive options for medicines. The results and experience of European countries in the implementation of digital platforms in the provision of medical services should be comprehensively studied and used taking into account the peculiarities of Russian healthcare.

**ANALYSIS AND RESULTS.** It is proposed to carry out quality control and safety of immunoprophylactic measures automatically, with the involvement of artificial intelligence. It is proposed to create a centralized information database on vaccination, children and adults, automatically controlled using artificial intelligence. The software development of a centralized information system for vaccination of the population within the framework of a digital laboratory is characterized by high scalability, ease of deployment and use by maintenance personnel and maintenance of the ability to work on any operating systems (OS).

Information security is achieved by storing data in a single database, which will ensure maximum integrity, accessibility and confidentiality. The system is supposed to operate at 3 levels, the 1st level is Local, the work of one of the regional vaccination centers. At the 1st level, the staff of the vaccination center interacts with the system: the responsible employee registers vaccinated patients.

The storage server can be either remote or local, located on the territory of the center. Data should be uploaded to the regional database on a daily basis. The 2nd level is Regional. Contains information about all vaccination centers in any region; personnel who have access to the database of one of these centers and vaccinated patients. Regional level administrators have access to the 2nd level, who can register new centers and new users of the system of these centers. The 3rd level is Federal. The storage level of data from all regions. This is the main level that authorized representatives of the Ministry of Health of the Republic of Uzbekistan have access to. Users of this level have the opportunity to distribute information about the need for vaccination in any region, register vaccines and keep detailed vaccination statistics. A single database is available to all consumers: all organizations providing social services have access to the database to obtain information, which increases the transparency and security of the services provided.

**CONCLUSIONS AND SUGGESTIONS.** The proposed system should be a network of territorial representative offices controlled from a single state center, providing a full range of vaccination services for both children and adults. Thanks to the possibilities of digitalization, these centers will be able to accumulate all information on immunoprophylactic services. The creation of an all-Russian digital vaccination database, accessible to all institutions and organizations providing social services to the entire population, will make it possible to monitor people working in the field of social services.

Automatic entry into such a database will help to avoid falsifications associated with unfair performance of duties by medical personnel. There are several options for implementing the platform according to the functions (Fig. 3), but they are all similar in using some kind of web technology stack. 1st option – Frontend: Bootstrap 4, jQuery; Backend: PHP REST API; PostgreSQL/MySQL DBMS. This option has its own features and disadvantages.

The advantages include a fairly inexpensive cost of developing and supporting a project – there are plenty of specialists in these areas of development in the labor market. The disadvantages include the general obsolescence of these technologies, due to the use of which you may encounter some difficulties in implementing this decentralized system.

The 2nd option is Frontend: React.JS ; NoSQL database MongoDB; Backend: PHP Framework Laravel. This option is optimal for highly loaded decentralized systems, since these development tools were originally conceived to implement such systems. The disadvantages include only the high cost of development and a relatively small number of qualified specialists in this field. This system can become a standard one and be applied to other types of medical services, or to solving technical problems [6] that have large-scale social consequences and significance.

The number of functions of the quality and safety control system, their set and options may vary depending on the class of tasks to be solved. Research confirms the need to switch to the so-called "personalized medicine" with the selection of a vaccine drug for each patient "taking into account the molecular genetic, biochemical and immunological characteristics of the body".

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