

DIGITAL HEALTHCARE MARKETING: A CATALYST FOR IMPROVING HUMAN CAPITAL AND RAISING THE STANDARD OF LIVING OF THE POPULATION

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Abstract. *Digital technology has brought about significant changes in various industries in Uzbekistan, including healthcare. This study examines the role of digital healthcare marketing in improving human capital and raising the standard of living of the population. The research question focuses on how digital healthcare marketing can improve access to healthcare services, increase awareness of health issues, and promote healthy behaviors. Using a mixed-methods approach, surveys and interviews with healthcare professionals, marketers, and consumers were conducted. The findings suggest that digital healthcare marketing can improve access to healthcare services by providing timely access to information and services. It can also increase awareness of health issues by educating the public about various health topics, including prevention and treatment options, and promote healthy behaviors. In conclusion, healthcare organizations and marketers should adopt digital healthcare marketing strategies to enhance healthcare access, awareness, and healthy behaviors.*

Keywords: *Digital healthcare marketing, Uzbekistan healthcare industry, Human Capital, Standard of Living, Healthy behaviors, Mixed-methods approach, Impact of digital healthcare marketing*

Introduction. The healthcare industry in Uzbekistan has been transformed by digital technology [1]. Digital healthcare marketing has emerged as one of the most significant changes in the healthcare industry, allowing healthcare organizations and marketers to engage with consumers in new ways [2]. This study aims to investigate the role of digital healthcare marketing in improving human capital and raising the standard of living of the population in Uzbekistan. The research question focuses on how digital healthcare marketing can contribute to improving access to healthcare services, increasing awareness of health issues, and promoting healthy behaviors. Access to healthcare services remains a significant challenge in Uzbekistan, particularly in rural areas [3], but digital healthcare marketing has the potential to address these challenges [5]. It includes various methods such as social media marketing, email marketing, search engine optimization, and mobile marketing [6]. The study seeks to provide practical recommendations for healthcare organizations and marketers to improve healthcare access, awareness, and healthy behaviors in Uzbekistan. The study's findings will contribute to the existing literature on digital healthcare marketing and its impact on the healthcare industry in Uzbekistan. The scope of the study is limited to improving access to healthcare services, increasing awareness of health issues, and promoting healthy behaviors. The study's recommendations may also be useful to policymakers and healthcare regulators in Uzbekistan as they seek to improve the overall health of the population.

Literature Review. The healthcare industry in Uzbekistan is evolving to meet the changing needs of the population with the help of digital technology. Healthcare professionals and marketers are increasingly using digital marketing to improve access to healthcare services, increase awareness of health issues, and promote healthy behaviors. This literature review critically analyzes the relevant literature on digital healthcare marketing and its role in improving human capital and raising the standard of living of the population.

Digital healthcare marketing involves using digital technologies to identify, anticipate, and satisfy the healthcare needs and wants of consumers profitably, based on the marketing

concept that emphasizes meeting customer needs and wants. Digital marketing can contribute to improving access to healthcare services by providing convenient and timely access to information and services [7,8]. Online appointment scheduling, telemedicine, and mobile healthcare applications allow consumers to access healthcare services remotely and at their convenience. Furthermore, digital healthcare marketing can improve access to healthcare services by providing consumers with information about healthcare providers and services. Digital healthcare marketing can increase awareness of health issues by educating the public about various health topics, including prevention and treatment options. Providing information about health risks, symptoms, and prevention, as well as information about treatment options and where to seek healthcare services, can increase awareness of health issues. Digital healthcare marketing can also provide consumers with information about healthy behaviors, such as diet and exercise, and promote healthy lifestyles and preventive care.

Digital healthcare marketing can promote healthy behaviors by providing personalized health information, reminders, and incentives. Personalized health information can include recommendations for healthy behaviors and information about healthcare services. Reminders can include notifications about healthcare appointments and reminders to take medication. Incentives can include rewards for healthy behaviors, such as exercising or quitting smoking [9,10].

Methodology. This study explores the role of digital healthcare marketing in improving human capital and raising the standard of living of the population in Uzbekistan through a mixed-methods approach. Quantitative data was collected through an online survey [11,12] using closed-ended questions to measure attitudes towards digital healthcare marketing, awareness of health issues, and behaviors towards health. On the other hand, qualitative data [13,14] was gathered through semi-structured interviews with healthcare professionals, marketers, and consumers to explore their experiences and perceptions of digital healthcare marketing and its impact on healthcare access, awareness, and healthy behaviors. Data analysis was conducted using descriptive statistics and thematic analysis to identify themes and sub-themes.

To ensure the validity and reliability of the data collected, the survey questionnaire was pretested with a small sample of healthcare professionals, marketers, and consumers, while the interview questions were reviewed by the research supervisor. The data were analyzed by two independent researchers, and ethical considerations were observed, including obtaining informed consent from participants and ensuring confidentiality and anonymity of their responses.

The study's findings suggest that digital healthcare marketing has a positive impact on improving access to healthcare services, increasing awareness of health issues, and promoting healthy behaviors. The study recommends that healthcare organizations and marketers in Uzbekistan should adopt digital healthcare marketing strategies to enhance healthcare access, awareness, and healthy behaviors. However, the study has some limitations, including a limited sample size and a scope limited to the impact of digital healthcare marketing in Uzbekistan, which may affect the generalizability of the findings.

Results. This study investigated the role of digital healthcare marketing in improving human capital and raising the standard of living in Uzbekistan. Both quantitative and qualitative data collection methods were used to gather information through surveys and interviews with healthcare professionals, marketers, and consumers. According to the survey results, while the healthcare infrastructure in Uzbekistan has improved, access to healthcare services remains a significant challenge, especially in rural areas. However, the government has taken several initiatives to address this issue, including increasing the number of healthcare facilities and improving healthcare financing. Digital healthcare marketing has a positive impact on improving access to healthcare services by providing convenient and

timely access to information and services. Healthcare organizations that have adopted digital healthcare marketing strategies have reported increased patient engagement and satisfaction. Digital healthcare marketing can also increase awareness of health issues by educating the public about various health topics, including prevention and treatment options. Healthcare organizations that have used digital healthcare marketing have been able to reach a wider audience and raise awareness of health issues. Digital healthcare marketing can promote healthy behaviors by encouraging consumers to adopt healthy lifestyles and seek preventive care. However, a personalized and targeted approach is necessary for effective implementation. The study concludes that digital healthcare marketing has a positive impact on improving human capital and raising the standard of living in Uzbekistan. Healthcare organizations and marketers should adopt digital healthcare marketing strategies to enhance healthcare access, awareness, and healthy behaviors. Personalized and targeted approaches should be used to improve patient engagement and satisfaction.

Table 1:

Summary of Study Findings

Study Findings	Survey Results	Interview Results
Access to healthcare services	Positive impact of digital healthcare marketing	Increased patient engagement and satisfaction
Awareness of health issues	Increase in awareness of health issues	Ability to reach a wider audience and raise awareness of health issues
Promoting healthy behaviors	Promotion of healthy behaviors	Effective with a personalized and targeted approach
Impact on improving human capital and raising the standard of living	Positive impact of digital healthcare marketing	Contribution to improving access to healthcare services, increasing awareness of health issues, and promoting healthy behaviors

Discussions and conclusion. This study investigated the impact of digital healthcare marketing on improving human capital and raising the standard of living of the population in Uzbekistan. The study found that digital healthcare marketing can contribute to improving access to healthcare services, increasing awareness of health issues, and promoting healthy behaviors. Specifically, digital healthcare marketing can improve access to healthcare services by providing convenient and timely access to information and services. It can increase awareness of health issues by educating the public about various health topics and promote healthy behaviors by encouraging consumers to adopt healthy lifestyles and seek preventive care.

The study recommends that healthcare organizations and marketers in Uzbekistan should consider adopting digital healthcare marketing strategies to enhance healthcare access, awareness, and healthy behaviors. Future research could explore the effectiveness of digital healthcare marketing strategies in other countries and regions to determine their broader impact on healthcare outcomes. Overall, this study provides valuable insights into the role of digital healthcare marketing in improving human capital and raising the standard of living of the population in Uzbekistan, and its findings can inform the development of digital healthcare marketing strategies in other regions.

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ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ И ТЕНДЕНЦИИ ЕГО РАЗВИТИЯ

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Теорией человеческого капитала ученые стали заниматься еще в XIX веке. Тогда это стало одним из перспективных направлений развития экономической науки. Уже со второй половины XX в. она стала основным достижением, прежде всего, экономики образования и труда.

Развитие ведущих стран мира привело к формированию новой экономики, основу которой составляют человеческий капитал и инновационные факторы его развития - знания, новые технологии, глобальные информационные системы и др. Ценность человеческого капитала как для государства, так и для предприятий любой сферы неоспорима, высококвалифицированные сотрудники способствуют развитию успешной деятельности, повышению конкурентоспособности и достижению поставленных целей.[2]

В экономической литературе человеческий капитал так называли потому, что он формируется путем инвестиций в человека в виде затрат на образование, охрану здоровья и подготовку рабочей силы на производстве.

Понятие человеческого капитала на современном этапе включает знания, навыки и компетенции людей. Он выступает в качестве ключевого фактора стабильного