ELECTRONIC HEALTHCARE

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Abstract: Today, information technology plays a key role in people's lives and in various areas of business. The health sector is no exception to this rule. To improve and optimize the quality of the offered health services, the use of emerging information and communication technologies is required.

Keywords: e-health, personal data protection, information technology.

ЕЛЕКТРОННО ЗДРАВЕОПАЗВАНЕ

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Nowadays, there is more and more talk about e-health. The very term, eHealth (e-health)was introduced in 2000. E-health has fundamentally changed the way patient information is accessible and shared in the health system.

The construction and implementation of information systems in the field of healthcare is a complex task related to the integration of all the information needed by the user.

One of the advantages of e-health is the increase of the efficiency of the services in the health sector, thus reducing the costs, avoiding duplicate or unnecessary therapeutic interventions, improving the opportunities for communication between health facilities (Spasov& Dimitrov, 2021).

Another important feature of eHealth is that it provides easier access to the necessary information, better quality of health services offered, speed, convenience, reduction of administrative burdens, elimination of unnecessary paper documentation.

E-health provides opportunities for medical professionals to learn through online resources / continuing medical education /.

Using e-health services facilitates the access of patients and authorized health care providers - doctors, hospitals, pharmacies to certain health data.

Electronic health records are a key component of eHealth. Different electronic files offer different levels of functionality, from basic documentation to real-time display of clinical signs and observations, often related to communication with other healthcare professionals and electronic prescribing.

There is currently a strong drive to provide citizens with better access to their own health data within the limits of digital security and confidentiality.

EU citizens expect to have access to their own health data. The data should be easily reviewed, imported into electronic files and shared with other relevant health professionals.

Information technologies contribute to the optimal organization of data in the health care system, management of comprehensive information, reaching a wider range of users, providing feedback from patients

The main tool for ensuring the efficiency of the functioning of the health system is by building a health information system and providing public access to the system through an electronic identifier for each citizen. It is necessary to create an electronic health card tracking the health status of the person.

However, with the introduction of e-health systems, the problem of personal data protection also arises. Any available information about a natural person provided to the relevant institution affects the social identity and personality of the individual. The processing of such data must be justified by reference to a specific purpose and must take place with the express permission of the individual.

Personal information may include names, dates of birth, photos, email addresses or other details. They shall be kept for a period not longer than necessary for the purpose for which they were collected.

The collection, storage, dissemination and destruction of data are examples of the type of processing.

The data controller must ensure that appropriate security measures are taken and give the right instructions to ensure confidentiality if the data is processed by others (eg a subcontractor). It must indicate the purposes of the data processing, the sources and means they will use, as well as the type of data to be collected. It must ensure that the data entered will be protected from unauthorized access by bystanders.

In addition, in the event of a data transfer, the controller must verify that the data protection requirements are met.

The persons whose personal data are processed have the right to access the relevant information and have the right to correct it if it is entered incorrectly.

Conclusion: The introduction of information and communication technologies in the healthcare system is an important innovation for the provision of better health services. The strategic goal of the introduction of information technology is to respond to the dynamic markets of health services, to create, maintain and improve competitive advantages.The implemented information systems must be characterized by maximum accessibility and flexibility of applications. The development of integrated internet-based information registers in the field of healthcare is essential for the sustainable development of the sector and the building of a competitive image.

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