

IMPROVING THE EFFICIENCY OF SANATORIUMS THROUGH DIGITAL SERVICE PLATFORMS: ANALYSIS AND PROSPECTS

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Annotation

This article explores the potential of digital service platforms in enhancing the operational efficiency and service quality of sanatoriums. It presents a comprehensive analysis of current digital transformation trends within the healthcare and wellness tourism sectors, with a particular focus on sanatoriums. The research examines key components such as online booking systems, digital patient management, and feedback-driven service improvements. Based on case studies and data from selected sanatoriums, the study identifies both the benefits and challenges of adopting digital platforms. Finally, the article outlines strategic recommendations and prospects for the effective implementation of digital technologies to ensure sustainable development and increased competitiveness of sanatorium institutions.

Keywords: digital platforms, sanatorium efficiency, healthcare digitalization, wellness tourism, service quality, operational improvement.

Introduction

In recent years, the integration of digital technologies into the healthcare and wellness sectors has significantly transformed service delivery models. Sanatoriums, as specialized health and rehabilitation institutions, play a vital role in providing long-term care, preventive treatment, and wellness services. However, many of these institutions face operational inefficiencies, limited digital infrastructure, and challenges in meeting the evolving expectations of modern consumers.

The global shift towards digitalization, accelerated by the COVID-19 pandemic, has highlighted the need for sanatoriums to adopt innovative solutions that enhance accessibility, streamline service processes, and improve patient satisfaction. Digital service platforms—encompassing online booking systems, electronic health records, telemedicine, and real-time feedback tools—offer immense potential to modernize sanatorium operations and elevate their overall performance.

This paper aims to analyze the current state of digital adoption in sanatoriums, identify key challenges and opportunities, and propose strategic pathways for digital transformation. By examining case studies and best practices, the study seeks to provide actionable insights for improving the efficiency, competitiveness, and sustainability of sanatoriums in the digital age.

Materials and Methods

This study employs a mixed-methods approach to assess the role of digital service platforms in enhancing the efficiency of sanatoriums. Both qualitative and quantitative data were collected to ensure a comprehensive analysis. The research was conducted in selected sanatoriums located in the Samarkand region of Uzbekistan, where digital transformation initiatives are gradually being introduced in the healthcare and wellness sectors.

Primary data were obtained through structured interviews with sanatorium administrators, IT specialists, and medical staff. Additionally, surveys were distributed to patients and visitors to gather insights into their experiences with digital services such as online booking, digital health records, and feedback mechanisms.

Secondary data were gathered from official reports, statistical yearbooks, academic publications, and government digitalization strategies. A comparative analysis was conducted to evaluate the operational performance of sanatoriums before and after implementing digital tools.

To assess efficiency improvements, key performance indicators (KPIs) such as patient flow, service delivery time, customer satisfaction rates, and cost-effectiveness were analyzed. Data were processed using Microsoft Excel and SPSS software for statistical analysis, including descriptive statistics and correlation analysis.

This methodological framework allowed for identifying not only the practical outcomes of digitalization but also the systemic barriers and prospects for further digital development in the sanatorium sector.

Results and Discussion

This study employs a mixed-methods approach to assess the role of digital service platforms in enhancing the efficiency of sanatoriums. Both qualitative and quantitative data were collected to ensure a comprehensive analysis. The research was conducted in selected sanatoriums located in the Samarkand region of Uzbekistan, where digital transformation initiatives are gradually being introduced in the healthcare and wellness sectors.

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Conclusion

The findings of this study confirm that the implementation of digital service platforms plays a crucial role in improving the efficiency and service quality of sanatoriums. In the analyzed cases from the Samarkand region, digital tools such as online booking systems, electronic health records, and feedback platforms significantly reduced administrative burden, enhanced patient satisfaction, and optimized resource utilization.

Quantitative indicators showed clear improvements in registration time, patient flow, and cost-efficiency, while qualitative feedback highlighted increased convenience and transparency in service delivery. These outcomes demonstrate that digital transformation is not only a technological upgrade but also a strategic necessity for the modernization of sanatorium institutions.

Despite these advancements, several challenges remain, including limited technical infrastructure, insufficient digital literacy among staff, and the need for regulatory support. To overcome these barriers, a coordinated approach involving investment in ICT infrastructure, staff training, and the development of national-level digital health policies is essential.

In conclusion, the integration of digital service platforms offers significant potential for sanatoriums to enhance operational performance, meet growing patient expectations, and ensure long-term sustainability in the evolving healthcare and wellness landscape.

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