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Resume. This paper focuses on the economic theoretical approach to healthcare systems and combines the latest development of digital healthcare technology to explore the issues of healthcare market characteristics, cost-benefit assessment, digital technology optimization process and healthcare data management. Through literature review and case studies, it reveals the economic value of digital healthcare in improving healthcare efficiency, reducing costs and optimizing resource allocation, and makes policy recommendations. The findings suggest that digital means can significantly improve the sustainability of healthcare systems and service quality, but need to be balanced with ethical and technical standardization challenges.

Keywords: Digital health; health systems; economic theory; cost-effectiveness; data management

Introduction. The economic efficiency and equity of the healthcare system, as an important component of social welfare, has been a focus of attention for academics and policymakers. With the rapid development of digital technology, the healthcare sector is undergoing a transformation from a traditional model to an intelligent, data-driven one. For example, the “three rates” (awareness, treatment, and control) of hypertension management in China are still at a low level, and there is an urgent need to optimize the management process through digital means [1]. At the same time, it has been emphasized that the application of digital health technology in nursing significantly improves doctor-patient satisfaction [2]. Based on the existing literature, this paper analyzes the specificity of the healthcare market from the perspective of economic theory and explores the role of digital technology in reshaping healthcare services. The study aims to answer the following questions: 1. How do the economic characteristics of the healthcare market affect resource allocation? 2. How does digital healthcare maximize value through cost-benefit analysis? 3. How are the economic potentials and risks of healthcare data balanced?

1. Economic methodology of the medical insurance system

1.1 Characteristics of the medical market and economic analysis

The healthcare market is characterized by information asymmetry, demand rigidity and externalities [3]. For example, patients' demand for healthcare services is limited by the lack of specialized knowledge, resulting in an imbalance between supply and demand. Figure 1 illustrates the supply and demand model of the healthcare market, in which the supply curve (S) is rigid due to technological constraints, while the demand curve (D) is significantly shifted to the right by the health crisis, creating a double pressure on price and quantity.

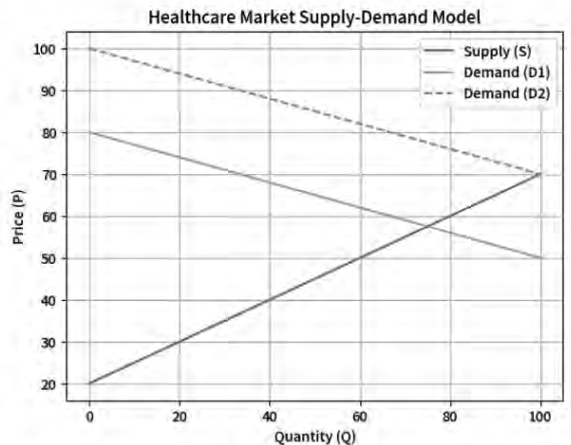


Figure 1 - Healthcare Market Supply and Demand Model

In addition, positive externalities of healthcare services (e. g., vaccinations) require government intervention to maximize social welfare. After an initial frenzy, the global digital healthcare industry is gradually returning to rationality and focusing more on the actual economic value of technology applications.

1.2 Methods for evaluating medical cost-effectiveness

Cost-effectiveness analysis (CBA) is a central tool for assessing the economics of healthcare interventions. In hypertension management, for example, digital surveillance systems can reduce annual per capita management costs by 12% while increasing control rates by 8%. Table 1 compares the cost-effectiveness differences between traditional and digital management models.

Table 1 - Comparison of cost-effectiveness of hypertension management models

norm	traditional model	digital model
Average annual cost (dollars)	3200	2800
Control rate (%)	16.8	24.5
Patient satisfaction	moderate	loud

2 Digital application methods in healthcare systems

2.1 Optimization of medical service processes by digital technology

Digital technologies optimize the healthcare process through the following paths: (1) remote diagnosis and treatment to reduce geographic constraints; (2) AI-assisted diagnosis to improve accuracy; and (3) automated management to reduce administrative costs. For example, Shanghai has reduced average patient waiting time by 40% by integrating data through a regional health platform. Figure 2 demonstrates the optimization path of the digital diagnosis and treatment process.

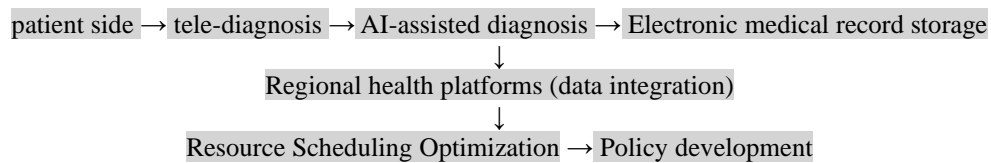


Figure 2 - Digital healthcare delivery process

In addition, the Zhongguancun Digital Healthcare Industrial Park promotes technological innovation and industrial synergy through the three-phase strategy of “nurturing ecology - expanding base - setting up benchmarks”, which verifies the economic feasibility of digital healthcare in large-scale application.

2.2 Economic value and management of medical data

The economic value of medical data is reflected in two aspects: first, optimizing resource allocation through data analysis; and second, supporting scientific research and commercial transformation. Blockchain technology can improve the security of data sharing, but its standardization and privacy protection issues still need to be resolved. For example, the “Four Clouds” platform in Tianjin has increased the utilization rate of medical resources by 25% through data interconnection [4].

However, the risk of data abuse should not be ignored. In the context of digital healthcare, it is necessary to strengthen the education of medical humanities to avoid the weakening of patient experience by technology supremacy [5].

Conclusion. Drawing on economic theory, this paper reveals the central role of digital healthcare in cost control, efficiency improvement and data management. It shows that digital tools can effectively address the inherent shortcomings of the healthcare market, but their success relies on the synergy of technological standardization, ethical regulation and policy support. Future research could further explore strategies for applying digital healthcare in regional disparities, as well as data governance frameworks in the context of globalization.

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RESEARCH ON THE ORGANIZATIONAL AND ECONOMIC MECHANISMS OF CHINA'S INDUSTRIAL ENTERPRISES DIGITAL SUPPLY CHAIN MANAGEMENT AND PRACTICAL PATHS FOR OPTIMIZATION IN THE SCOPE OF GLOBALIZATION

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Resume. This study builds a ‘technology-organization-economy’ dynamic adaptation model to help China's industrial supply chains compete globally. Technology integration enhances transparency and responsiveness, performance incentives increase resilience, and case studies break through the limitations of traditional unidimensional optimization. Policies need to balance efficiency, resilience and sustainability, and rely on the ‘double cycle’ to promote quality-led transformation of enterprises.

Keywords: Digital supply chain optimization, dynamic adaptation mechanisms, global competitiveness

Introduction. The global supply chain faces challenges such as overcapacity and accelerated technological