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### THE ROLE AND IMPORTANCE OF MODERN MEDICINE IN ENSURING SUSTAINABLE DEVELOPMENT

Health is one of the most important components of sustainable development. The well-being of the population directly affects economic productivity, social stability and the ability to respond to crises. Modern medicine encompasses preventive care, digital health technologies, biomedical research and creates the basis for a sustainable society by improving health, increasing life expectancy [1]. Noncommunicable diseases (NCDs) remain the leading cause of premature death and disability worldwide. Cardiovascular diseases, diabetes, cancer and chronic respiratory diseases cause millions of averted deaths each year and impose a huge economic and social burden. In the European Region, NCDs cause an estimated 1.8 million averted deaths and cost over US\$514 billion each year [2]. These findings highlight the urgent need for comprehensive health interventions to achieve sustainable development.

Preventive medicine is key to reducing the prevalence of NCDs. Vaccination programs, early screening, promotion of healthy lifestyles, and tobacco control significantly reduce the incidence and prevalence of preventable diseases. Such measures not only save lives, but also reduce long-term health care costs, contributing to social and economic sustainability [3]. It should be emphasized that preventive health care for the population is important and essential for preventing and treating many diseases at their early stages, especially among incurable diseases. For the effective organization of preventive health care for the population, some marketing aspects should be taken into account [4].

Digital health technologies, including telemedicine, electronic health records, and mobile applications, have significantly transformed the delivery of health care. Telemedicine enables remote patient monitoring, timely consultations, and management of chronic conditions, especially in underserved regions. Evidence suggests that telemedicine improves outcomes, reduces hospitalizations, and ensures equitable access to health services [5]. The COVID-19 pandemic has demonstrated the importance of resilient and adaptive health systems. Countries with well-developed digital health infrastructure have been able to maintain continuity of care, protect vulnerable populations, and minimize disruptions to health services. Such resilience is a key element of sustainable development that enables resilience to health crises [6].

Telemedicine, primary care programs, and public health initiatives reduce inequalities related to geographic location, income, or social status. Ensuring equal access strengthens social cohesion, reduces inequality, and supports inclusive development [7]. Biomedical research contributes to the development of modern medicine, developing genetics, drug development, vaccines and personalized therapies. These innovations improve the effectiveness of treatment, optimize resources and strengthen public health, supporting sustainable health systems worldwide. Meeting the health needs of an aging population is also important. Effective geriatric care, chronic disease management and preventive programs help maintain the quality of life of older people and allow them to remain productive members of society. This approach promotes intergenerational equity and strengthens the social dimension of sustainable development. Modern medicine therefore plays a key role in sustainable development. Through prevention, effective treatment, innovation and equitable access, it strengthens population health, economic sustainability and social inclusion. Investments in health today ensure the long-term well-being of society.

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## INFORMATION TRANSPARENCY OF COMMUNITIES AS A FACTOR OF TRUST AND REVIVAL OF RURAL GREEN TOURISM

Rural green tourism plays a significant role in the sustainable development of local communities in Ukraine. In the post-war period, rebuilding trust between residents, local authorities, and tourists is crucial for the recovery of this sector. Information transparency—open access to accurate and timely data about local attractions, services, and safety—serves as a key factor in restoring confidence among potential visitors. Effective communication strategies and digital tools can enhance the visibility of rural areas, support local businesses, and foster a sustainable tourism environment. This study examines how information transparency contributes to the revival of rural green tourism and strengthens community resilience after the conflict [1].

The influence of information transparency in communities on the level of trust among local residents and tourists can be explained as follows. Firstly, when a community-through local