НАУКОВО-ПРАКТИЧНА КОНФЕРЕНЦІЯ З МІЖНАРОДНОЮ УЧАСТЮ

СУЧАСНІ ТЕОРЕТИЧНІ ТА ПРАКТИЧНІ АСПЕКТИ КЛІНІЧНОЇ МЕДИЦИНИ

для здобувачів вищої освіти другого (магістерського) рівня

23–24 квітня 2026 року

Тези доповідей

Одеса • ОНМедУ • 2026

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Сучасні теоретичні та практичні аспекти клінічної медицини для
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У тезах доповідей міжнародної науково-практичної конференції здобувачів другого (магістерського) рівня освіти наведено матеріали учасників зібрання, а також іменний покажчик доповідачів.

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digital marketing; a systematic approach — to determine the place of digital tools within the overall marketing strategy of the enterprise; comparative analysis — to assess the effectiveness of traditional and digital promotion channels; strategic analysis methods (SWOT, PEST) — to identify the factors influencing the external and internal environment; elements of economic analysis — to evaluate the effectiveness of marketing activities.

At the first stage of the research, it was determined that the digital transformation of marketing strategies of pharmaceutical enterprises involves a shift from a product-oriented model to a customer-centric one. The key directions include: implementation of CRM systems for managing relationships with physicians and pharmacy chains; use of Big Data for consumer segmentation and demand forecasting; development of omnichannel communications (websites, social media, e-mail marketing, mobile applications); application of content marketing and educational digital projects to enhance brand trust; and automation of marketing processes.

Thus, the effectiveness of digital strategies increases provided that marketing is integrated into the enterprise management system, aligned with regulatory requirements, and focused on pharmaceutical care. It was determined that the use of analytical tools enables optimization of the marketing budget, improvement of targeting accuracy, and growth of conversion rates.

Therefore, it can be concluded that digital transformation is a strategic factor in enhancing the competitiveness of pharmaceutical enterprises. The development of modern marketing strategies should be based on the integration of digital technologies, data analytics, and a customer-oriented approach. Further research into mechanisms for evaluating the effectiveness of digital tools, taking into account the specifics of the pharmaceutical market and regulatory environment, appears to be promising.

MODERN WOUND DRESSINGS IN THE COMPREHENSIVE TREATMENT OF DIABETIC FOOT

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Diabetic foot syndrome is one of the most serious chronic complications of diabetes mellitus (DM), which often leads to permanent disability. Patients with diabetes make up the majority of people who undergo non-traumatic lower limb amputations — according to various estimates, from 40 to 60%, and in some regions this figure can reach 90%. According to the results of epidemiological studies, the rate of amputations is about 206 cases per 100 thousand people annually.

The aim of the study is to analyze the use of modern wound dressings in the treatment of diabetic foot syndrome. The study materials were data from clinical guidelines, results of epidemiological studies and modern scientific publications on the treatment of diabetic foot syndrome. The methods of content analysis of scientific sources, comparative analysis and data synthesis were used.

Effective treatment of this pathology requires a multidisciplinary approach, which includes optimization of glycemic control, antibiotic therapy, surgical treatment of wounds, unloading of the affected limb and modern methods of local treatment. Rational choice of dressings plays an important role in complex therapy.

According to modern principles of chronic wound treatment, the choice of dressing is based on the shape of the lesion, the depth of the ulcerative defect, and the severity of the infectious process.

For the treatment of wounds with moderate and significant exudation, alginate and hydrofiber dressings are widely used, as they have a high absorption capacity and help cleanse the wound surface. Hydrocolloid dressings are appropriate at the granulation stage, as they maintain optimal humidity and stimulate epithelialization. Foam (polyurethane) dressings effectively regulate the moisture level and protect the wound from mechanical damage. In the case of infected wounds, dressings with antimicrobial components are used to reduce the bacterial load without systemic exposure.

Particular attention is paid to bioactive and interactive coatings that contain growth factors, collagen or matrix components that help activate regeneration processes. The use of modern dressings can reduce the frequency of dressings, reduce pain, improve patient adherence to treatment, and shorten wound healing time.

Thus, the use of modern wound dressings is an important component of the comprehensive treatment of diabetic foot syndrome. Rational choice of dressing material based on clinical characteristics of the wound helps to increase the effectiveness of therapy, prevent complications and reduce the risk of amputation.

AI AND MACHINE LEARNING IN ANALYSIS OF ULTRASOUND AND EMERGENCY CONDITIONS

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Relevance: FAST (Focused Assessment with Sonography in Trauma) ultrasound is a critical tool in trauma care, used to quickly identify internal bleeding or cardiac compromise. In emergency situations, especially with novice users or under stress,

interpretation can be challenging and errors may occur. Artificial intelligence (AI) has emerged as a supportive technology, offering guidance in probe positioning and automated detection of fluid collections. Studying how clinicians perceive and accept AI-assisted FAST is important for understanding its role in real-world emergency medicine.

Purpose of the Work: The aim of this project was to evaluate clinician confidence, perceptions, and willingness to adopt AI-assisted FAST compared to conventional physician-performed FAST.

Materials and Methods: The work reviewed AI systems currently applied to FAST, including guidance platforms (Caption, Butterfly) and detection tools (Samsung S-Detect, SonoVision). Published studies were analyzed for sensitivity, specificity, and accuracy of AI compared to novice manual interpretation. A survey of clinicians, mostly novice or intermediate users, was conducted to assess confidence levels, perceived usefulness, and acceptance of AI-FAST in clinical practice.

Results: AI-assisted FAST showed clear improvements over novice manual performance. Sensitivity increased from ~61–66% to 90–97%, and accuracy from ~79% to 94–98%. Novices using real-time AI feedback achieved diagnostic-quality images close to expert standards. Survey data revealed that only 20% of novices felt confident in emergencies, but more than 80% indicated they would use AI-FAST if available. Concerns about accuracy and skill loss were noted, but overall acceptance was high.

Conclusions: AI-assisted FAST improves diagnostic accuracy, supports novice users, and enhances confidence in emergency settings. Clinicians generally view AI as a helpful adjunct rather than a replacement, particularly in high-pressure trauma scenarios. While current regulatory approvals limit full automation, AI integration already offers faster diagnosis, better triage, and valuable training support. Larger studies and broader validation are needed to confirm these findings and guide safe clinical adoption.

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RELATIONSHIP BETWEEN SLEEP CHARACTERISTICS AND SUBCUTANEOUS FAT DISTRIBUTION

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Background. The global increase in metabolic disorders and obesity highlights the need to investigate factors influencing fat accumulation and distribution. Subcutaneous adipose tissue (SAT) represents a metabolically active organ regulated by hormonal, genetic, immune, and behavioral mechanisms. Emerging evidence suggests that sleep plays an important role in energy balance regulation and adipose tissue metabolism; however, the mechanisms linking sleep characteristics to SAT distribution remain insufficiently understood.

Objective. To analyze the potential relationship between sleep characteristics and subcutaneous fat distribution and to identify early clinical indicators associated with these changes.

Materials and Methods. An analytical review of scientific literature was conducted using methods of analysis and data synthesis to evaluate factors affecting SAT development. Particular attention was paid to hormonal, immune, genetic, and environmental mechanisms. The next stage of the study involves a questionnaire-based survey designed to assess sleep characteristics within the study cohort, followed by analysis of associations between sleep parameters and fat distribution indicators.

Results. Evidence indicates that sleep restriction is associated with hormonal dysregulation, including increased cortisol levels, decreased leptin, and elevated ghrelin concentrations, which contribute to increased hunger and higher risk of weight gain. Short sleep duration has been identified as a risk factor for obesity among children and young adults. Sleep disturbances are also associated with inflammatory remodeling of adipose tissue characterized by infiltration with pro-inflammatory M1 macrophages and development of insulin resistance. Environmental factors such as cold exposure may modify SAT biology by increasing energy expenditure. Genetic studies identify TBX15, ATXN1, and UBE2E2 genes as important regulators of adipogenesis and fat distribution, supporting the multifactorial nature of SAT regulation.

Conclusions. Current evidence suggests a potential association between sleep characteristics and subcutaneous fat distribution. Sleep disturbances may represent a modifiable behavioral risk factor for metabolic alterations. Further questionnaire-based investigation may clarify the role of sleep as a predictor of SAT changes and support the development of preventive strategies.