

## **OPTIMIZATION OF THE PATIENT REGISTRATION PROCESS THROUGH AN INFORMATION SEARCH SYSTEM**

Today, IT is the basis for innovation in almost all areas of life - from medicine and finance to industry and entertainment. Information technology enables people to access any topic quickly and conveniently. Increasingly, aspects of our everyday lives are being digitally observed and stored. That is why Information Systems (IS) continue transforming how we live, work, and interact, making them an indispensable driving force behind progress and digital transformation in the 21st century.

In recent years, global healthcare systems have experienced significant transformation driven by the rapid growth of digital technologies. Today, innovations such as artificial intelligence (AI) and digital health platforms are changing how healthcare services are delivered, especially in diagnosis and personalised treatment. According to Statista, the Digital Health market in Ukraine is expected to generate approximately \$182.9 million in revenue by 2024, with an anticipated annual growth rate (CAGR 2024–2029) of 2.74%, reaching around \$209.4 million by 2029.

However, despite the rapid development of new technologies, not everyone can afford access to them, as communities with insufficient economic or digital services are left behind. Studies have shown that "digital deserts"—areas lacking adequate internet access—correlate with fewer healthcare options.

Therefore, any efforts to optimise healthcare, such as a patient registration system, should focus on efficiency and accessibility. Today, an information search system for patient registration can significantly improve access to healthcare services if designed with principles that ensure accessibility for all.

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