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RESULTS OF IMPLEMENTATION OF INNOVATION MODEL "ECHO 2016" IN KAZAKHSTAN WITHIN THE FRAMEWORK OF THE CONTINUOUS PROFESSIONAL DEVELOPMENT SYSTEM

Abstract. In Kazakhstan, since September 2016, theECHO (Extension for Community Healthcare Outcomes) projecthas being implemented since the "Center for Clinical Mentoring" was created on the basis of Kazakh Medical University of Continuing Education (KazMUNO). The main goal of training is "HIV infection"; the objective was the development of 24 AIDS centers in the Republic of Kazakhstan. At the same time, 100 doctorswith10 different specialties, including 67 infectious disease physicians (63.2%), are trained for special technological cooperation based on the principle of "Clinical Mentoring" and "Digital Medicine". Integration of digital technologies into the service sector was carried out in 9 modules, 38 topics in total.In the first phase of "ECHO" project 76 TV sessions for two groups of 50 listeners were held. From September 2016 until June 2017, during these sessions and three levels of knowledge control of project participants were conducted. 76 clinical examinations were conducted, with the provision of counseling for patients with HIV infection.

The first phase of the ECHO project was successfully completed in June 2017.

Key words: digital medicine, HIV infection, mentoring, innovative model.

Experts estimate that by the end of 2015, 78 million people had been infected with HIV since the epidemic began, 35 million had died from AIDS-related diseases, 36.7 million worldwide were living with HIV, and 18.2 million had access to ART. In 2014, only 62% of the 1.5 million pregnant women living with HIV received antiretroviral therapy (ART) in accordance with option "B +".

A promising vision of WHO and UNAIDS for 2016-2030 is to achieve zero levels of new HIV infections, zero HIV-related mortality, zero discrimination and, by 2030, put an end to the AIDS epidemic as a global threat to public health [1, 2].

In the provision of a "cascade" of services to HIV-infected patients, the training of medical personnel plays an important role. The specificity of education, in connection with the lack of continuous professional education of a specialist throughout life, at the beginning of the third millennium, represents the need to use the most effective educational, digital, and economically low-cost technologies.

One of the forms of training is "Mentoring", the process of transferring knowledge from a more experienced mentor to students who do not yet have sufficient experience in a particular industry. Mentoring in a broad sense is inherent in all forms of education / education systems and is an investment in the long-term development of the organization, in its "health."

The mentor is the link between the listener / cadet, helps in the formation of a professionally-oriented, competent specialist in the undergraduate and postgraduate training and medical service / organization where the specialist works, and the final "point of application" of the acquired knowledge is a patient who, in real time, will have access to quality medical care.