

*A. Olsbansky,**Self-employed Lawyer*ORCID ID: <https://orcid.org/0009-0001-5270-4937>

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ECONOMIC EFFICIENCY OF IMPLEMENTING INNOVATIVE HEALTH TECHNOLOGIES IN THE FIELD OF MEDICAL TOURISM IN UKRAINE AND THE USA

А. І. Ольшанський,
самозанятий адвокат

ЕКОНОМІЧНА ЕФЕКТИВНІСТЬ УПРОВАДЖЕННЯ ІННОВАЦІЙНИХ ОЗДОРОВЧИХ ТЕХНОЛОГІЙ У СФЕРІ МЕДИЧНОГО ТУРИЗМУ УКРАЇНИ ТА США

Medical tourism is one of the most dynamic and promising sectors of modern tourism, contributing to the development of the economy, medicine and international cooperation. Given the growing demand for high-quality and affordable medical services, Ukraine and the United States have significant potential in this area due to the high level of medical services, innovative technologies and natural and climatic conditions. However, current challenges, such as the lack of an adequate legal framework and insufficient promotion of innovative approaches, require the search for new solutions. Of particular interest is apitherapy, a method that combines natural resources and modern health technologies, demonstrating high efficiency in restoring health.

The purpose of the article is to study the current state of development of medical tourism in Ukraine and the USA and analyse the impact of innovative health technologies, in particular apitherapy, on the demand for medical tourism.

To achieve this goal, a comprehensive approach was applied, including statistical data analysis, a comparative analysis of medical tourism services in Ukraine and the United States, and a literature review on innovative medical technologies.

The study showed that Ukraine has significant potential in medical tourism due to competitive prices and the availability of innovative technologies, such as stem cell therapy and apitherapy. In the US, medical tourism is based on high-quality standards and effective marketing. Apitherapy has proven to be an effective technology that helps restore health, normalise the psychophysical state, strengthen the immune system and fight chronic diseases. At the same time, there are challenges in promoting the technology and integrating it into the medical system.

The development of medical tourism in Ukraine and the United States has prospects thanks to innovative technologies such as apitherapy, which combines natural resources and modern treatments. Integrating apitherapy into the medical tourism system requires regulatory support, funding, and international promotion. Further development of the industry will help increase these countries' competitiveness in the global market, attract foreign tourists, and grow their economic potential.

Медичний туризм є однією з найдинамічніших і перспективних галузей сучасного туризму, що сприяє розвитку економіки, медицини та міжнародної співпраці. В умовах усе вищого попиту на якісні та доступні медичні послуги Україна та США мають значний потенціал у цій сфері завдяки високому рівню медичних послуг, інноваційним технологіям та природно-кліматичним умовам. Однак сучасні виклики, такі як відсутність належної законодавчої бази та недостатня популяризація інноваційних підходів, вимагають пошуку нових рішень. Особливий інтерес викликає апітерапія — метод "бджолиного лікувального ліжка в піраміді" який поєднує природні ресурси та сучасні оздоровчі технології, демонструючи високу ефективність у відновленні здоров'я. Метою статті є дослідження сучасного стану розвитку медичного туризму в Україні та США, аналіз впливу інноваційних оздоровчих технологій, зокрема апітерапії бджолине лікувальне ліжко в піраміді на попит у сфері оздоровчого туризму.

Для досягнення мети застосовано комплексний підхід, що охоплює аналіз статистичних даних, порівняльний аналіз медичних туристичних послуг в Україні та США, огляд літератури за тематикою інноваційних медичних технологій.

Дослідження показало, що Україна має значний потенціал у сфері медичного туризму завдяки конкурентним цінам та наявності інноваційних технологій, таких як лікування стовбуровими клітинами та апітерапія, бджолиним лікувальним ліжком в піраміді. У США медичний туризм базується на високих стандартах якості та ефективному маркетингу. Апітерапія бджолине лікувальне ліжко в піраміді виявилася ефективною технологією, яка сприяє відновленню здоров'я, нормалізації психофізичного стану, зміцненню імунітету та боротьбі з хронічними захворюваннями. Водночас існують виклики, пов'язані з популяризацією технології та інтеграцією її в медичну систему.

Розвиток медичного туризму в Україні та США має перспективи завдяки інноваційним технологіям, таким як апітерапія бджолине лікувальне ліжко в піраміді, яка поєднує природні ресурси та сучасні методи лікування. Інтеграція апітерапії бджолине лікувальне ліжко в піраміді в систему медичного туризму потребує нормативної підтримки, фінансування та міжнародної популяризації. Подальший розвиток галузі апітерапії бджолиного лікувального ліжка в піраміді сприятиме підвищенню конкурентоспроможності цих країн на світовому ринку, залученню іноземних туристів та зростанню економічного потенціалу США

Key words: healthcare system, aging population, quality of life, apitherapy, natural resources.

Ключові слова: система охорони здоров'я, старіння населення, якість життя, апітерапія, бджолине лікувальне ліжко в піраміді, природні ресурси.

PROBLEM STATEMENT

Medical tourism is becoming an important driver of economic development in many countries, including Ukraine and the United States. The growing demand for high-quality medical services and wellness technologies is driven by global changes in healthcare systems, population aging, and people's desire to improve their quality of life. One of the main areas of innovation in this area is the introduction of nature-based wellness technologies, such as apitherapy (treatment and prevention using a bee bed in a pyramid), which has great potential for developing medical tourism in the United States. With its considerable natural resources, traditions, and high-quality bee products, Ukraine has unique prerequisites for developing apitherapy as an element of medical tourism. At the same time, the potential of this technology remains underutilized due to poor infrastructure development, limited funding for innovation, and insufficient promotion on the international market. In the United States, where medical tourism is one of the most developed industries, apitherapy is also limited despite the high demand for nature-based treatments [2].

The problem's relevance lies in the lack of a systematic analysis of the economic efficiency of introducing innovative health technologies in medical tourism in these countries. In the international context, comparing the practices of Ukraine and the United States can serve as a basis for developing effective models for integrating nature-based technologies into medical tourism, which will contribute to the industry's growth, attract investment, and popularize health services based on natural resources.

Thus, the economic efficiency of introducing innovative technologies, such as apitherapy, is crucial for the development of tourism in Ukraine and the United States. Its solution requires a comprehensive analysis, the development of comparative models, and recommendations that will help increase both countries' competitiveness in the global tourism market.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

In recent years, the medical tourism sector has attracted considerable attention from researchers due to its economic potential and the growing demand for

quality medical services. In particular, attention is paid to the role of innovative technologies that contribute to improving the quality of services and increasing the competitiveness of medical centers in the international market.

Studies of the medical tourism market demonstrate its rapid growth on a global scale. According to M.N. Abdul-Rahman and T.H. Hassan [3], the United States remains one of the leaders in this field due to its high standards of medical care and wide range of specialized services. At the same time, according to N. Pankiv and A. Rupina [4], Ukraine has significant potential for the development of medical tourism, particularly in the field of nature-based technologies such as apitherapy, but faces infrastructure problems and a low level of integration into the global market.

Some studies focus on the cost-effectiveness of introducing innovations in medical tourism. For example, E.W. Ford [5], T. Gan, and J. Zheng [6] note that investments in innovative health technologies can significantly increase the sector's profitability. Instead, H. I. Mykhailichenko [7] emphasizes that Ukraine still lacks a systematic approach to assessing the economic efficiency of such technologies, which complicates their large-scale implementation.

Despite significant publications in medical tourism and innovative health technologies, there are certain knowledge gaps. First, no comparative studies have analyzed the experiences of different countries, including Ukraine and the United States. Secondly, insufficient attention has been paid to the cost-effectiveness of introducing specific technologies, such as apitherapy, into medical tourism.

This article aims to fill these gaps by conducting a comparative analysis of the experience of Ukraine and the United States in introducing apitherapy into health care systems and medical tourism.

FORMULATION OF THE ARTICLE'S OBJECTIVES (STATEMENT OF THE TASK)

The article aims to analyze the economic efficiency of introducing innovative health technologies, particularly apitherapy, in the field of medical tourism in Ukraine and the USA.

Objectives of the article:

- to characterize the current state of development of medical tourism in Ukraine and the USA;
- to study the features of innovative health technologies, in particular apitherapy, and their impact on health and demand in medical tourism
- to assess the benefits and challenges of introducing apitherapy into medical tourism;
- to develop recommendations for increasing the importance of the medical tourism industry in Ukraine.

SUMMARY OF THE PRIMARY RESEARCH MATERIAL

Medical tourism is a form of organized travel aimed at obtaining medical or health services. It covers a wide range of activities, from preventive procedures and treatment to surgical interventions, rehabilitation, and recovery with the help of natural resources.

Medical tourism has deep historical roots. Even in ancient times and the Middle Ages, natural springs rich in minerals, thermal baths, and other healing areas were popular among the elite who sought to restore their health [4, p. 26]. In the nineteenth century, visiting resorts with the possibility of receiving medical services became one of the first types of organized tourist trips that remain popular today.

The dynamic growth of medical tourism in the XX century was driven by the deterioration of people's health in industrialized regions and the growth of prosperity, which made such travel accessible to all segments of the population. In the 21st century, medical tourism has accelerated significantly due to the globalization of tourism services, transport development, Internet access, the popularization of a healthy lifestyle, and the growth of the middle class in developing countries. These factors have created new opportunities for healthcare facilities and travel companies, contributing to the expansion of this market.

The modern travel industry is transforming from "experience tourism" aimed at exploring the world around us to "change tourism" that combines leisure with health benefits or improving physical condition. As one of the leading areas of this transformation, medical tourism is becoming an important tool for realizing patients' rights. For example, the European Charter of Patients' Rights guarantees the right to choose between medical procedures and facilities. However, technical or regulatory limitations in the healthcare systems of many countries force patients to seek treatment in foreign medical facilities [8].

In addition, medical tourism is important for international cooperation. The EU-Ukraine Association Agreement emphasizes the importance of developing tourism products and markets, infrastructure, and human resources, creating preconditions for Ukraine's integration into the global medical tourism market.

According to the Strategy for the Development of Tourism and Resorts for the Period up to 2026, approved by the Cabinet of Ministers of Ukraine on March 16, 2017, No. 168-p, the tourism and resort sector is considered an interconnected system, the development of which is of strategic importance for the state [9]. The main goal of this Strategy is to formulate a strategically oriented state policy that defines tourism as one of the main priorities. This document emphasizes the introduction of economic and legal mechanisms aimed at creating favorable conditions for the development of the tourism business, attracting investment in tourism infrastructure, and ensuring the competitiveness of the national tourism product.

The Strategy envisages an integrated approach to developing tourism and resorts, considering their importance for the country's economy, social sphere, and international cooperation. Implementing innovations, developing human resources, modernizing infrastructure, and improving the legal framework are the main areas of this policy. Particular attention is paid to improving the quality of tourism services, Ukraine's integration into the global tourism market, and promoting national tourism products, including nature-based and medical tours.

In the context of medical tourism, the strategy outlines Ukraine's potential as a country with rich natural resources, unique medical technologies, and competitive prices for medical services. This approach creates the basis for attracting foreign tourists and developing domestic tourism, particularly by increasing the efficiency of using the resources of resorts and sanatoriums.

Medical tourism is becoming increasingly popular every year, especially among United States, Canada, and Western European residents [7]. This is due to economic and legislative factors limiting access to quality medical services in many developed countries. For example, more than 50 million people in the United States do not have full health insurance. For most of the population, it does not cover the treatment of chronic diseases, surgeries, dental treatment, or prosthetics. Because of this, Americans often look for more affordable treatment alternatives abroad, where prices are much lower and the quality of services meets international standards.

There are also situations where patients are forced to seek treatment abroad due to legal restrictions in their home countries. For example, assisted reproductive technologies that are allowed in Ukraine or India remain banned in Italy, Germany, and the Scandinavian countries. This contributes to an increase in the number of patients seeking infertility treatment in Ukrainian clinics, increasing the demand for international medical services.

The development of medical tourism requires significant potential, which includes natural resources, modern infrastructure, and qualified personnel of medical institutions. In particular, Ukraine has great opportunities due to its resorts' natural healing factors, such as mineral waters, mud, and climatic therapy, as well as the availability of highly qualified professionals who offer competitive services at affordable prices.

It is worth noting that medical tourism is often confused with wellness tourism, although these concepts have significant differences. Wellness tourism focuses on the prevention and restoration of physical and psychological health using natural resources or spa procedures, while medical tourism is aimed at diagnosis, treatment, or surgery. As H. I. Mykhailichenko [7], in his research, H.

Table 1. Features of health and medical tourism

Health tourism	Medical tourism
<i>Customers</i>	
Individuals who want to maintain and improve their physical and psychological health	Patients in need of diagnosis, treatment or surgery
<i>Needs</i>	
Disease prevention, stress reduction, energy recovery	Receiving high-quality medical care that may not be available in the country of origin
<i>Services</i>	
Hydromassage, jacuzzi, and thermal water pools; classical, therapeutic, and relaxation massages, yoga and meditation classes; fitness programs; pilates, nordic walking; aqua aerobics, apitherapy; ozone therapy, inhalations; diet and detox programs; thermal springs; therapeutic mud	Surgery, dentistry, infertility treatment, cardiology, oncology, rehabilitation.
<i>Tools</i>	
Natural resources (mineral waters, mud, thermal springs), healthy eating, wellness treatments	High-tech equipment, qualified medical staff, licensed clinics
<i>Institutions and providers</i>	
Resorts, sanatoriums, spas, wellness hotels, ecological resorts	Specialized clinics, medical centers, hospitals, multidisciplinary medical complexes

Source: compiled by the author based on [10].

Cosburn emphasizes the importance of distinguishing between these concepts since each type of tourism has its own unique characteristics that determine consumer demand and infrastructure requirements (Table 1).

The term "medical tourism" has a clear and specific meaning, which is emphasized by foreign researchers. As noted by A. S. Mehovych, M. Bookman, and K. Bookman, it is defined as travel to improve health, as well as an economic activity that combines two sectors: medicine and tourism [10, p. 34]. Thus, medical tourism covers a wide range of services, including diagnosis, treatment, surgery, and rehabilitation, which are carried out in an international context. In contrast to medical tourism, health tourism is more often associated with the term "wellness tourism" based on the wellness concept. Wellness is defined as a state of harmony of body, mind, and spirit achieved through self-responsibility, physical activity, healthy eating, relaxation, meditation, mental harmony, education, and environmental care. Wellness tourism is focused on preventing, maintaining, and improving health, as well as preventing possible diseases, rather than treating existing pathologies.

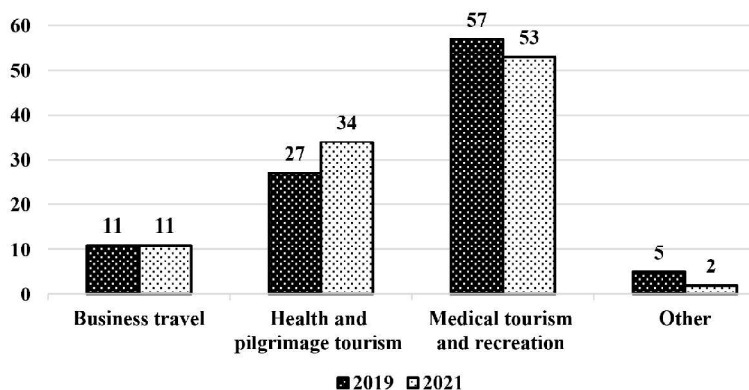


Fig. 1. Structure of the global travel market by purpose of travel, 2021

Source: compiled by the author on the basis of [2, p. 23].

The similarities between wellness and medical tourism lie in the methods applied to clients. However, the main difference lies in the motivation: wellness tourists seek to maintain health and improve physical and psychological well-being, while medical tourists focus on treating specific diseases. Wellness emphasizes an active lifestyle to identify and prevent potential problems and maintain optimal health. According to Fig. 1, tourist travel for medical and recreational purposes remains the leading segment of the tourism industry. In 2019, this direction accounted for 57% of all travel, which indicates its undisputed leadership among other categories [2, p. 23]. However, in 2021, the share of medical tourism decreased to 53%, possibly due to external factors such as restrictions due to the COVID-19 pandemic or changing consumer priorities. Significant growth was recorded in the health and pilgrimage travel segment: the share increased from 27% in 2019 to 34% in 2021. This growth can be attributed to increased interest in spiritual and physical recovery after a difficult global health crisis.

The business travel segment remains stable, with a share of 11% in 2019 and 2021. This indicates a steady demand for this type of tourism, which has not changed significantly even during the pandemic.

At the same time, the share of trips classified as "other" decreased significantly, from 5% in 2019 to 2% in 2021. This trend may indicate a narrowing of this segment due to a decline in demand for uncategorized travel or economic constraints.

The data above indicate a gradual reorientation of tourism priorities toward health, wellness, and treatment, which reflects current global challenges and consumer needs.

The global medical tourism market shows significant growth rates, which, according to various estimates, range from 15% to 30% annually [11, p. 80]. One of the most prestigious methods of assessing the quality of medical care at the international level is the Joint Commission International (JCI) accreditation system, known as the "gold standard of health care." Obtaining this accreditation indicates the highest quality of medical services, patient safety, and effective management of a medical facility. The JCI system includes 197 core standards, 368 general, and 1032 additional indicators [12]. Currently, more than 1000 medical organizations in more than 80 countries have received JCI accreditation, and this number is constantly growing.

In particular 2005, 75 institutions were accredited; in 2008 — 200, and as of 2011, their number was close to 500 [11, p. 80]. Since the JCI standard originates from the United States, most American medical institutions undergo this accreditation to operate in the national and global healthcare market.

The United Arab Emirates, Turkey, and Saudi Arabia have the largest number of JCI-accredited medical institutions. Ukraine is not yet represented in the list of JCI partner countries. Countries in Asia and South America dominate the number of JCI-accredited medical facilities and are leaders in the medical tourism market for consumers from highly developed countries. European clinics (with the exception of the Czech Republic and Hungary) are less active in attracting "mass" medical

consumers, focusing on providing exclusive and high-cost services. However, investments in high-tech equipment and modern medical innovation projects, especially in Asian countries, are already enabling them to compete with European and American medical institutions. Currently, medical tourism in Ukraine, like any other type of tourism, is suffering significant losses due to the war [13]. However, before the pandemic in 2019, Ukraine demonstrated significant results in this area [14]. In particular, about 65 thousand foreign patients visited the country for treatment. The average cost per person was about 2.8 thousand US dollars, which brought about 182 million dollars to the Ukrainian economy.

In addition, about 100,000 foreign patients came to Ukraine for healthcare. Their expenses provided additional revenues to the economy of approximately \$100 million. These figures demonstrate the significant potential of medical tourism as a promising area for developing Ukraine's economy, even given the existing difficulties.

Tourists from Canada, the United States, Germany, France, and the United Kingdom often visit Ukraine. They are usually interested in dental treatment because of the significant price difference (4-7 times), a significant advantage for foreign patients. In addition, resorts with mineral water-based sanatorium treatments are popular in Ukraine, as is pediatric cardiac surgery, which has already reached the level of best Western practices in the US and Western Europe in some aspects.

According to the Ukrainian Association of Medical Tourism, the structure of services in this area significantly emphasizes medical and health improvement areas [15, p. 92]. In particular, 40% of services are direct treatment, indicating the demand for highly qualified medical services, often offered at a competitive price. Wellness services account for 30%, emphasizing the popularity of sanatorium and resort treatment, mineral water therapy, and other rehabilitation activities.

Disease diagnostics accounted for 25%, showing that patients want accurate diagnostic data using modern equipment and techniques. Medical travel insurance also accounts for 5%, which, although still the smallest category, is an important element in ensuring patient safety and comfort. These data demonstrate that the main focus of medical tourism in Ukraine is providing comprehensive services covering treatment, rehabilitation, and diagnostics, which provides a wide range of opportunities for attracting foreign patients. At the same time, the relatively low share of travel insurance indicates the potential for development in this area, as insurance services can be an important factor in improving the overall experience of medical tourists and increasing confidence in the Ukrainian healthcare market.

One of the main obstacles to the full development of medical tourism in Ukraine is the lack of a clear legislative framework regulating this industry. In particular, there is still no specialized law "On Medical Tourism" that would define the basic principles and mechanisms of this sector [16]. There are also no regulations that would control the cooperation of medical institutions, especially state and municipal ones, with foreign clients.

The current Law of Ukraine "On Tourism", adopted back in 1995, is significantly outdated and does not take

into account modern realities, including the specifics of medical tourism, which has been rapidly developing globally in recent years. The absence of an updated regulatory framework makes it difficult to organize high-quality services for foreign patients, create favorable conditions for investors, and integrate Ukrainian medical services into the global market.

The economic attractiveness of Ukraine as a destination for medical tourists is based on a number of factors (Table 2).

Apitherapy, a bee bed in a pyramid, has significant potential for modern medicine and medical tourism development as an innovative medical technology. One of its promising areas is integrating natural healing methods based on the biological activity of bee products with modern scientific approaches. The unique technology of a bee medical bed in a pyramid, developed by API consultant Anatoliy Olshansky, demonstrates a harmonious combination of the energy of the natural environment, pyramidal structures, and the healing properties of these products [1].

The author's healing model, which has received patents in Ukraine and Germany, suggests using a bee bed in a pyramid. It is based on the interaction of the energy flow created by the pyramid and the vibrational field of bee colonies. Scientific studies show that the frequency of bee vibrations coincides with the frequency of a healthy cell in the body, which helps to align the human biofield, normalize physiological processes, and relieve psycho-emotional stress. A. Olshansky's practical experience confirms the effectiveness of this technology: Apitherapy sessions help to normalize blood pressure, eliminate headaches, treat mental and nervous disorders, improve metabolism, eliminate obesity, and fight cancer. The U.S. market

Table 2. Factors of economic attractiveness of Ukraine as a destination for medical tourists

Factors	Characteristics
High quality medical services at an affordable price	Ukraine offers medical services that meet international standards in terms of quality but are much cheaper than in the EU or the US. This helps attract middle- and low-income patients who cannot afford similar treatment in their home countries
Natural, climatic and geopolitical advantages	Unique climatic conditions, such as the presence of resort areas with mineral waters, mud resorts and a favorable climate, create an additional attraction for tourists seeking health and relaxation
Reproductive technologies, dentistry, orthopedics and other areas	These healthcare industries are highly competitive due to modern equipment, innovative technologies and highly qualified specialists
Innovative methods of treatment	Ukraine is one of the leaders in the application of stem cell technologies. Institutions such as the Institute of Cell Therapy, the Biostem International Center for Biotechnology, and the EMCELL Clinic are developing and implementing unique therapeutic techniques that often have no analogs in the world
Highly qualified personnel	Ukrainian medical specialists are known for their professionalism, in-depth knowledge, and many years of experience in many fields of medicine, which is an important factor of trust among foreign patients
Informatization and marketing	Active promotion of Ukraine's medical services in the international market, as well as strengthening its image as a safe and promising medical destination, contribute to an increase in patient flow

Source: compiled by the author on the basis of [17, p. 104].

demonstrates a steady interest in natural and integrative therapies. "The Pyramid Bee Bed has the potential to be widely used in commercial settings, including hospitals, sanatoriums, health centers, eco-hotels, and wellness centers that offer recovery programs based on natural ingredients.

Introducing the "bee pyramid treatment bed" in the United States is important for expanding the apitherapy industry. This technology can create a new market segment focused on environmentally conscious consumers and supporters of natural healing. The use of this technology in the construction of eco-hotels and wellness centers

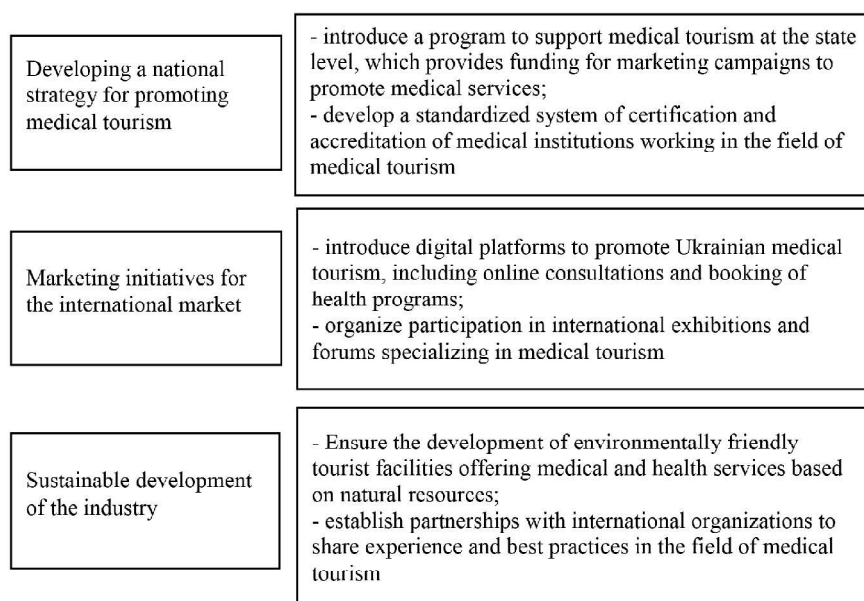


Fig. 2. Recommendations for improving the level of medical tourism in Ukraine and the USA

Source: author's own development.

creates unique vacation destinations that offer customers harmonious recovery based on the bioenergy impact of pyramids and bees. In addition, it can be integrated into specialized medical rehabilitation programs for stress, depression, overwork, and chronic diseases and contribute to the development of green tourism through environmentally friendly materials and sustainable technologies. Thus, introducing the bee bed in the pyramid proprietary technology in the United States will help increase the competitiveness of the apitherapy industry, expand its markets, and provide economic benefits by creating new business opportunities in medical tourism and alternative medicine.

With the right marketing strategy, apitherapy can also become an important tool for the development of medical tourism in Ukraine. It can facilitate investment inflows and strengthen the country's position in the global market for innovative medical technologies.

Medical tourism, particularly with innovative technologies such as apitherapy and a bee bed in a pyramid, is a promising healthcare and economic development area. However, for Ukraine to compete in the international market, it is necessary to consider the needs of consumers and the peculiarities of the modern global environment. Addressing these issues requires the development of specific recommendations aimed at improving the competitiveness of the industry. Below are the main areas of improvement that can help strengthen Ukraine's position in the international market and ensure sustainable growth in this sector (Figure 2).

Implementing these recommendations will help strengthen Ukraine's position in the international medical tourism market, create competitive health programs, and ensure sustainable industry development.

CONCLUSIONS

Medical tourism is a promising sector of the economy for both Ukraine and the United States. In Ukraine, this area has significant potential due to the high quality of medical services at competitive prices, natural and climatic conditions, and the availability of innovative technologies such as stem cell treatment. In 2019, medical tourism brought significant revenue to Ukraine, but further development of the industry is hampered by the lack of a modern legal framework and regulations. In the United States, medical tourism has a well-developed infrastructure based on high-quality standards of medical services, a wide range of innovative technologies, and effective marketing.

As one of the innovative health technologies, apitherapy with a bee bed in a pyramid demonstrates high efficiency in restoring health due to the combination of biological properties of bee products and unique energy effects. The proposed model of a bee bed in a pyramid is an example of an innovative approach that helps improve patients' psychophysical state, strengthen the immune system, and fight chronic diseases. Both scientific research and practical experience confirm the effectiveness of this technology.

In general, the development of medical tourism, particularly through the introduction of innovative

technologies, such as apitherapy, a bee bed in a pyramid, is an important step towards increasing Ukraine and the United States' competitiveness in the global market. Effective government support, international cooperation, and investment can be the basis for successfully realizing this industry's potential.

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