

Basil Leaf Technologies has rolled out a very real tricorder, known as DxtER. It can be used by the patient, in their own home, without any medical training. With a sophisticated diagnostics engine, DxtER pulls patient data from multiple sources and runs them through algorithms that recognize 34 different health conditions, including stroke, tuberculosis, pneumonia, and diabetes. Live long, and prosper. Digital assistants like Alexa and Google Home have changed the way people interact with technology; in 2021, those digital assistants are taking on a similar role in healthcare. Natural language processing and ambient listening have natural applications in the capture, analysis, and utilization of health data.

In 2020, Epic and Cerner, the designers of the two largest electronic health records (EHR) systems, began integrating voice-enabled virtual assistants on their software. AI startup Saykara has launched a new voice assistant that can listen to, and understand, a physician-patient conversation, without being prompted through voice commands.

The artificial pacemaker, which dates back over 100 years, is still a critical piece of medical technology: over a million patients use them. By delivering electrical impulses to heart muscle chambers, they can prevent or correct life-threatening heart arrhythmias. Remotely monitoring these devices is an essential part of their functionality. Traditionally, that monitoring has been far from optimal, relying on complex interfaces that the patient may not fully understand.

In 2021, pacemakers will get a little bit smarter. By enabling pacemakers with Bluetooth technology, they can be linked with smartphone-based mobile apps that patients better understand and utilize. That, in turn, will improve remote monitoring, and, as a result, patient outcomes. Medtronic, one of the largest medical technology companies in the world, has already rolled out its next-gen patient monitoring system for pacemakers. More will follow.

If it's taking too long to get samples to the lab, why not bring the lab to the samples? That was the idea of researchers at Stanford University, who recently developed what they call "a lab on a chip" based on CRISPR enzyme Cas12. About half the size of a credit card, it contains a complex network of channels smaller than the width of a human hair and can deliver a coronavirus test's results in under 30 minutes.

Results and discussion. Researchers say that the test could be modified to detect other infections, too, by recalibrating the CRISPR enzyme for a different genetic marker. As the Covid-19 pandemic taught the world, testing is the first step in combating infectious disease. With a lab on a chip, that testing can be done quickly, safely, cheaply, and more efficiently.

Wearable CGMs remove the need for intermittent glucose testing and instead keep track of one's blood sugar levels in real time. This allows users to see the immediate impacts of food and exercise, and shape their lifestyles accordingly. It can also catch cases of hyperglycemia immediately. Medical technology companies are jumping in with two feet: Dexcom, a CGM developer, had revenue of \$1.9 billion in 2020 and expects a 15 to 20 percent jump in 2021.

Conclusions. This article explores an underline focus on pre-learning of English in proficiency on the samples of new methods of drug development in the USA.

EPONYMS IN MEDICAL TERMINOLOGY

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Introduction. It is difficult to imagine a field of medicine that does not use eponymous names or eponyms. Most of the eponyms came into use in the 16th - 19th centuries, but are still actively used today.

Eponyms in science are the names of phenomena (for example, a disease), concept, structure, or method named after the person who first identified or described them (*отёк Квинке (Quincke's edema), болезнь Альцгеймера (Alzheimer's disease), перелом Беннета (Bennett's fracture), палочка Коха (Koch's wand)*).

Aim. The research is aimed to investigate and describe eponymous terms, to reveal the peculiarities of their use in medical and pharmaceutical nomenclature.

Materials and methods. In the course of the work, the following methods have been used: descriptive as the main method, a method of theoretical analysis of scientific data on medical terminology, methods of classification and systematization, etymological analysis of terms.

Results and discussion. All eponyms can be divided into several groups by origin: mythologisms and biblicalisms, terms with the names of literature characters, terms with the names of scientists or doctors, terms with the names of patients.

Most of the mythologisms entered medical terminology during the Renaissance: *Ахиллово сухожилие (Achilles tendon, Latin tendo Achillis), Аммонов рог (Ammon's horn, Latin cornu Ammonis), атлантозатылочный позвонок (atlantooccipital vertebra (Atlas))*. A large number of mythological eponyms are used in pharmaceutical terminology in the names of medicinal plants.

Some terms include the names of fictional literature characters. For example: *синдром Мюнхгаузена (Munchausen's syndrome (syn. Laparotomophilia)* is a mental disorder.

The largest group of terms includes the names of scientists or doctors, for example: *болезнь Иценко-Кушинга (Itsenko-Cushing's disease)*. If such an eponym contains two or more names, then this indicates that the disease was discovered and described by several scientists. The eponyms of this group in pharmaceutical terminology are represented by the names of medicines: *жидкость Бурова (Burov's liquid), Фаулера раствор мышьяка (Fowler's solution of arsenic), раствор Люголя (Lugol's solution), жидкость Митрошина (Mitroshin's liquid)*.

In eponymous names, the names of patients can be used, for example: *культура клеток HeLa (HeLa cell culture - tumor cell culture - after the name of the patient Helena Lane)*.

Some eponyms in different countries differ from each other, for example, *гигантоклеточный артериит (giant cell arteritis)* in Germany and France is known as Horton's disease (*болезнь Хортонна*), but in the United States this disease is unknown under this name. Two different diseases can be called by the same eponym, for example, *болезнь де Кервена (de Quervain's disease)* is both a disorder of the thyroid gland and tenosynovitis.

Conclusions. Eponymous terms are associated with cultural-historical connotations. They also perform a certain memorial function: they remind of the specific practicing scientists' achievements.

BUSINESS LEADERSHIP AS AN ELEMENT OF EFFECTIVE MANAGEMENT OF PHARMACEUTICAL COMPANIES

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Introduction. Current trends in the studying of problems and developing effective models for the management of pharmaceutical companies indicate a certain evolution in the understanding of the main mechanisms affecting a company's competitiveness. Rigid administration has given way to the concept of leadership.