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# LA INVESTIGACIÓN MODERNA HACIA UNA NUEVA REVOLUCIÓN CIENTÍFICA

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INTERNACIONAL EXTRANJERA  
«LA INVESTIGACIÓN MODERNA HACIA UNA NUEVA  
REVOLUCIÓN CIENTÍFICA»**

**NOVIEMBRE 2024**

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**Foreign International Scientific Conference  
«Modern research on the way to a new scientific revolution»**

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Habana, Cuba  
2024

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The implementation of the Program will allow:

- To develop and implement programs for professional orientation of schoolchildren in extracurricular activities at all stages.
- To develop and implement innovative models of social partnership in conducting career guidance events aimed at the socio-economic adaptation of young people in the labor market;
- To increase the methodological readiness of teachers to form professional self-determination of schoolchildren based on the developed pedagogical conditions.

The result of professional orientation is professional self-determination - the state of readiness of the graduate for a real and conscious choice of profession.

The final product will be the creation of a teaching and methodological kit for all three blocks, which form a single educational and methodological complex "Healthy Children - Healthy Nation" and will contribute to the harmonious development of the personality of schoolchildren.

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**EL USO DE PRÁCTICAS DE ACTUACIÓN PSICOFÍSICA  
PARA LA FORMACIÓN DEL PERSONAL MÉDICO  
THE USE OF PSYCHOPHYSICAL ACTING PRACTICES  
FOR TRAINING MEDICAL STAFF**

**Anotación:** Las nuevas tendencias en el grupo de la industria de la educación para los modelos de negocios reales requieren una atención cuidadosa y un estudio en profundidad de la generación modular de empleados médicos que trabajen efectivamente para mejorar la calidad de los servicios brindados en el sector. Una de las soluciones más novedosas es el uso de un método de formación del personal basado en prácticas de teatro psicofísico para aumentar su nivel de resistencia al estrés y aumentar el volumen de consumo de información con su posterior procesamiento. El objetivo final es siempre conseguir resultados a partir del diálogo, tanto en el entorno profesional como en el circuito externo de eventos de empresa. En la metodología de formación de especialistas se concede gran importancia a la figura de la personalidad humana. Para aumentar la eficacia del asesoramiento a los pacientes, en la formación de los médicos se utiliza el método del autor basado en técnicas de actuación psicofísica, lo que permite, teniendo en cuenta un enfoque personalizado, implementar el principio de implicación del paciente.

**Abstract:** New trends in the industry group of education for actual business models require careful attention and in-depth study of the modular generation of effectively working medical staff in order to improve the quality of services provided in the sector. One of the newest solutions is the use of a method of training personnel based on psychophysical theatrical practices to increase their stress tolerance and increase the volume of information consumption with its subsequent processing. The ultimate goal is always to achieve the result of the dialogue, both within the professional environment and in the external contour of the company's events. The figure of a human personality is of great importance in the methodology of training specialists. In order to increase the effectiveness of patient counseling, an author's approach based on psychophysical acting techniques is used to train doctors, which allows, taking into account a personalized approach, to implement the principle of patient involvement.

**Palabras clave:** consulta médica, psicofísica, práctica actoral, mejora de la calidad de la atención médica, formación de médicos, implicación del paciente.

**Keywords:** medical consultation, psychophysics, acting practice, improving the quality of medical care, training doctors, patient engagement.

### **Introduction**

There are a large number of individual symbols and paradigms that indicate the presence of a powerful transformation system in the configuration of modern society. Based on the primitive concept of archetypes, we perform the task of implementing the conceived ideas and planned solutions in the material and economic zone [3]. For the successful existence of the latter, specialists are needed who are capable of empathic perception of the circumstances of the scene, taking into account the initial event and the proposed circumstances [4]. This way of thinking allows us to push off from another idea related to the implementation of the principle of patient involvement in the company's mission and the history of the emergence of a product with features that differ from competing technologies in the market. In the vector of development of forces, this mechanism may look like the emerging energy of effectiveness through collective perception of the imprinted reflection of the employee's sincere desire to be useful to the end user [3]. For the head of the organization, from the point of view of control over the rational consumption of the product, referral clients can act, who subsequently become brand advocates according to the principles of social marketing.

### **Materials and methods**

The educational technology for training medical employees of companies to effectively interact with patients and with each other, called "Theater. Consultations", is based on an algorithm that includes several blocks. For a more detailed study of changing needs within a niche, it is proposed to create an image that replicates the chain of events in the company's service funnel. This object of attention is assigned the necessary properties and characteristics for a specific employee. At the next stage, the employee uses the morphological values of elements to predict the occurrence of possible events with their various scenarios in the protocols of interaction with other employees and market clients based on the method of semi-structured interviews [2,6]. All internal mechanics used in the method are constant values with codes. The patient's path is built through the dramaturgy of the interview: the original event, the portrait of the hero, his energy level is determined, a conflict is sought [5,7].

The third stage is the presentation of the finished material by an employee who is in an equivalent, understandable and close to the end consumer. The action takes place on the part of the doctor through the patient's imaginary center in his individual atmosphere [8,9]. The final stage of the process in all cases is the closing of the deal or reaching an agreement. Remote observation of the patient in various emotional colors is also provided [8].

### **Main part**

The integration of the proposed solution into specialized educational institutions for training medical specialists is becoming a pressing issue. As part of the implementation of the pilot project, students of the Federal State Budgetary Educational Institution of Higher Education "Smolensk State Medical University" of the Ministry of Health of Russia studied the technology model.

Below is presented and analyzed a clinical case from practical healthcare using the example of a private medical company in the city of Smolensk, OOO IRIS Sm, Center for Maxillofacial and Dental Implantology I.R.I.S., which is engaged in dental tourism in Russia, where one of the medical students acted as a consultant during his industrial practice at the medical company.

Client M., aged 65, applied remotely from Yakutsk complaining of pain in the upper and lower jaw teeth and difficulty chewing food, HIV infection and fear of upcoming dental procedures. The request for a consultation using telecommunication technologies was accepted by a junior university specialist who had trained in the proposed methodology based on psychophysical acting techniques and a genre interview design. In the protocol of interaction with the applicant, they managed to build a constructive dialogue, collect a complete life history and illness to draw up a roadmap. The participants in the conversation felt like people needed each other. As a result of the consultation, a trip was planned for client M. and medical care was provided in the required volume. A total of 240 clinical cases of patients from various regions of Russia were studied in the period from 2022 to 2024.

It is worth mentioning that the author's solution involves the formation of multiple chains of customer feedback for the transfer of technology already in the consumer environment in order to increase the efficiency of the work of medical staff, individual cores of the company and the brand as a whole [1].

### **Conclusion**

In routine medical practice, issues related to documentological research at the stage of patient consultation are usually based on collecting anamnesis in the interrogation protocol, which is the main research method. The use of artistic characteristics of the objects of study will eliminate the falsification of medical and social facts on the part of the studied groups of patients due to deep immersion in the examination processes and empathic perception of patients. The developed training module based on psychophysical acting techniques "Theater. Consultations" will eliminate emotional burnout on the part of medical staff, which will contribute to increasing the effectiveness of consultative medical care for patients with an increase in their satisfaction with the doctor's appointment.

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