



## An Innovative Approach to Assessing Interest in Healthcare

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### KEYWORDS

Assessment of Interest; Innovative Approach, Healthcare; Google Trends

## INTRODUCTION

The current level of interest in the issue of healthcare is increasing in line with the growing risks in the world. Gradually, all countries of the world are carefully measuring risks in various spheres of life. The development of an innovative society poses the task of finding new technologies for analyzing information, in particular, the interest of Google users in the topic of healthcare. The analysis of foreign and domestic scientific sources indicates that modern approaches are being actively implemented in healthcare practice. The Google Trends search engine has wide opportunities for determining the level of user interest in the main trends in healthcare and other spheres of public life. To use an innovative approach to assessing interest in the topic of healthcare.

## RESULTS

In the study, to determine interest in the topic of health preservation, a comparative analysis of search queries in Ukraine and the world for the entire fixation period from 2004 to 2025 was performed using Google Trends technology.

The applied Google Trends technology is a modern convenient tool for determining the interest and assessing the interest of Google users in different countries of the world in relevant aspects of life. It was established that the average trend of interest in the topic of healthcare in countries of the world tends to grow, especially there has been an increase in interest in Ukraine, which requires further scientific research.

## METHODOLOGY

A priority feature of Google Trends is to provide users with both quantitative and qualitative indicators.

The level of requests is measured in relation to the total mass of queries in Google by different countries of the world, which allows you to isolate the international component of queries from the state of interest in the development of an innovative society.

To conduct a study on the search for innovative approaches to risk assessment to ensure life safety in an innovative society through assessing the awareness of subjects on these issues, information resources of the online search engine Google Trends were used, which allows you to determine the interest of Google users and target groups, analyze search activity in a certain direction, track trends, and estimate the number of queries in Google from different regions of the world by keywords and topics in certain periods of time.

## CONCLUSION, CONTRIBUTION AND NOVELTY

The study applied an innovative approach to assess interest in the topic of healthcare in Ukraine and other countries of the world using Google Trends technology.

A comparative assessment of interest in healthcare over time was performed.

The average trend of interest in the topic of healthcare in countries of the world tends to grow, especially in the last 5 years there has been an increase in interest in Ukraine, which requires further scientific research.



## References

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