

profitability of the enterprise. No management system can function well if it doesn't have a well-developed model of motivation that motivates a particular worker and team to achieve personal and general goals.

Today, well-motivated staff is one of the most important factors, which influences the development of the company. Not surprisingly, a weak motivation of the staff ranks third in the list of reasons that hinder business growth. Accordingly, a high degree of motivated subordinates is ranked the first place out of other internal factors that increase the competitiveness of the business.

Payroll is a motivating factor only if it is directly related to the results of work. Employees must be sure of the existence of stable links between the remuneration received and the performance of work. Special studies have shown that employees are not encouraged by wages but by the real possibility of their growth, fair appointment of bonuses to workers, etc.

For today the modern systems of motivation are used, namely tangible rewards such as:

- wage rate;
- additional payments;
- participation in share capital;
- medical service;
- insurance.

The system of motivation includes not only economic incentives but also intangible ones, such as the possibility of further professional development, personal recognition, enrichment of personal knowledge and skills.

The most important motivational factors include: maintaining favorable sanitary and hygienic working conditions; assistance to the administration for continuing education, self-improvement, spiritual and cultural development of workers; involvement of employees in production management; creation of favorable conditions for rest and health care of workers; high level of organization of workplaces.

So, it should be remembered when choosing a system of motivation the needs and interests of employees should be necessarily taken into account. The process of implementing this system should be aimed at achieving a certain result i.e. satisfied employees who are committed to their work.

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ARTIFICIAL INTELLIGENCE IN MEDICINE

Nowadays information technology has taken an important place in different fields of knowledge. Scientists introduce artificial intelligence (AI) in all spheres of human life. This tool can be very useful in modern medicine. It is a powerful instrument that can help to develop individual medications and methods of treatment.

In hospitals and clinics AI can become an indispensable technology that will use data about patients and allow doctors to make better decisions. AI will take into account the newest and most effective methods of treatment for each patient.

IBM, Google, Intel, Microsoft, Intuitive Surgical Inc., startup Sense.ly and Babylon Ltd. are companies that are interested in medical promoting. For the first time intelligent devices were employed in medicine in the early 2000s by Intel. It was a device that improved the quality of people's lives with Alzheimer's disease.

The most important provider of intelligent solutions for different sciences is IBM. This company developed its famous supercomputer Watson. IBM Watson is a very powerful system that works with huge arrays of information and processes data for a limited time. The user enters the primary data and gets an array of ordered information with the identified links between the individual elements.

Statistics show that many resources are related to human health. Each year, about 700 000 scientific articles are published that contain information about effective methods of treatment of various diseases. The doctor is unable to analyze this amount of data when making a diagnosis and choosing a method of treatment. Computer Watson helps in this situation because it is able to analyze many data sources and choose the most appropriate method of treatment in each case.

DeepMind Technologies Limited or DeepMind is a British artificial intelligence company. The Google DeepMind artificial intelligence system is based on the rules of deep learning and self-learning and implemented in the form of artificial neural networks. It identifies the signs of nascent diseases themselves.

This system has been implemented in Moorfields Eye Hospital. It helps diagnose heart diseases. The system analyzes retinal photos using AI and detects indicators that signify the risk of such diseases. Based on retina images AI finds indicators that show the patient's age, blood pressure and blood sugar level. After that the system analyzes the data and calculates probability of developing cardiovascular disease.

The Sense.ly project is an interactive animated avatar image of a nurse named Molly who helps patients. Sense.ly's intuitive interface is available in English, Spanish, Chinese and 24 languages and it allows the company to start implementing software on a global scale.

The function of recognizing gestures based on Microsoft's Kinect and the Nuance-based speech recognition system helps Molly analyze the patient's condition and give recommendations that should improve his health.

Researches related to Molly have shown that patients are quite easily get accustomed to interacting with a virtual person. So, in future "electronic nurses" can be introduced to hospitals around the world.

Sense.ly website offers specific mobile platforms for heart failure, diabetes and mental health.

It is difficult to predict when exactly artificial intelligence will be sufficiently developed to unmistakably diagnose and give recommendations for treatment. Many experts believe that there is a danger of replacing real doctors with machines. However, it is still far away because nowadays artificial intelligence is only able to help medical workers.

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