

PN-ABZ-951

**ASSESSMENT AND PLANNING FOR THE  
DEVELOPMENT OF A RUSSIAN MINISTRY  
OF HEALTH "MEDICINE FOR YOU"  
INFORMATION DISSEMINATION SYSTEM  
ON THE INTERNET**

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Alexandra Murdoch

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# TABLE OF CONTENTS

## ACRONYMS

I.	BACKGROUND .....	1
II.	EXECUTIVE SUMMARY .....	1
	Follow-up Actions .....	1
III.	PURPOSE OF VISIT .....	2
IV.	TRIP ACTIVITIES .....	2
	Meetings .....	2
	A. Medicine For You .....	2
	B. IREX .....	3
	C. Grantor Institutions .....	3
	D. Potential Information Network Partners .....	3
	E. USAID .....	3
V.	FINDINGS .....	3
	A. Situation Overview .....	3
	B. Medicine For You (MFY) .....	4
	i. The Press Service to the Ministry of Health .....	5
	ii. "Medicine For You" .....	5
	iii. Information Dissemination Division .....	6
VI.	RECOMMENDATIONS .....	7
VII.	FURTHER ACTIVITY DEVELOPMENT .....	7
	A. Oblast Access to the Internet .....	7
	B. The Role of Donors .....	8
	i. Impact Local Public Administration Management .....	9
	ii. Assistance in Building Information Systems .....	9
	iii. Democratic Institution Building .....	9

## APPENDICES

A.	Appendix I: Meeting Notes
B.	Appendix II: Corporate Profile—Medicine For You
C.	Appendix III: Organizational Chart—Medicine For You
D.	Appendix IV: Federal Program Description - Medicine For You
E.	Appendix V: Detail—Information Center of Medicine For You
F.	Appendix VI: Assessment—Computer Systems and Skills
G.	Appendix VII: MFY Interdepartmental Integrated Information System Proposal

## ACRONYMS

BASICS	Basics Support for Institutionalizing Child Survival Project
FAP	Feldscher Obstetric Posts
IREX	International Research and Exchanges Board
MYF	Medicine for You
NIS	Newly Independent States
USAID	United States Agency for International Development
WWW	World Wide Website

## **I. BACKGROUND**

In Russia, BASICS has been implementing a strategy designed to strengthen capacity in public health communications, an expressed interest and priority both of Russian counterpart institutions and of the USAID Mission. An important, but secondary objective has been the support of diphtheria control and other immunization efforts through the application of effective communication programs.

To strengthen capacity, BASICS has taken a two-pronged approach which builds technical capacity in public health communications and addresses systems reform related to the communications strategy goals of supporting diphtheria control and immunization efforts. BASICS recognized that existing limitations in the information dissemination system between national and oblast (regional) health administration levels in Russia severely restricts access to medical information by the medical community—information critical to the implementation of effective health communications programs. Given the limited and disparate nature of this system, BASICS targeted the need to improve the information dissemination capacity within Russia as a part of its program strategy.

## **II. EXECUTIVE SUMMARY**

This visit determined the viability of collaboration between BASICS and the Ministry of Health Press Service and Federal Program “Medicine For You” (MYF) in creating a World Wide Website (WWW) to provide medical information to the medical and lay communities throughout Russia and information access and exchange internationally. It was determined that “MFY” has the computer capacity, expertise, and committed leadership, as well as the political support needed to create and sustain such a wide reaching information site. Meetings were then held with local companies to determine the level of local expertise in bringing a system on-line and designing and installing a website.

In developing this network, BASICS’ role will be to provide initial technical assistance to create a website for MFY, and to continue to provide assistance in identifying and leveraging funds which will build the subscriber base in the oblasts and subsidize the high initial subscriber costs. The following were identified as potential sources of funding or supporting partners for the described program: IREX (International Research and Exchanges Board), Eurasia Foundation, Citizens Democracy Coalition, and Soros Foundation. The President of MFY also indicated that he would spearhead an effort to bring oblast-level health administrators on the Internet as subscribers to the database.

### **Follow-up Actions**

If the above recommendations are accepted, follow-up actions include

- 1) Provide technical assistance to “Medicine For You” to upgrade to the website

- 2) Provide medical documents translated by USAID into Russian to MFY for database inclusion
- 3) Assist MFY in linking with Russian and international medical institutions as sources for the database
- 4) Identify donors interested in assisting in the development of an MOH Internet system in the oblasts
- 5) Encourage collaboration with existing health assistance programs

### **III. PURPOSE OF VISIT**

The main purpose of this visit was to profile the organizational structure and capacity of the corporation "Medicine For You," assess their information distribution capacity and relative position within the health information structure of Russia, and make recommendations on their viability as a distribution center for medical information on the WWW. As mentioned, it was determined that the capacity and positioning of MFY would successfully support such a website, at which point the writer developed a course of action that would extend the impact of this information resource and further achieve BASICS' program objective to increase the information dissemination capacity within the health sector at the national level.

### **IV. TRIP ACTIVITIES**

#### **Meetings**

Meetings were held with

- Medicine For You staff
- Internet training and service provider, IREX
- Grantor institutions
- Potential information network partners: SanEpi (Director of International Affairs and Information Director); Institute of Health Education and Promotion (Director and Research Director); RAMS (Information Director);
- USAID (contractors' meeting); USAID Program Officer (debriefing)

#### **A. Medicine For You**

Meetings were held at MFY to determine the organizational structure, relationship to the Ministry of Health, capacity of the information dissemination department, stability of the organization, and revenue sources. Further discussions explored the steps necessary for developing a national dissemination capacity at MFY and for attracting oblast-level health administration subscribers to such a system.

## **B. IREX**

With IREX co-Director Bill Fick, the writer assessed the computer capacity of Medicine For You to determine what steps would need to be taken to upgrade their system to the Internet and discussed what role IREX trainers might play in such an upgrade.

## **C. Grantor Institutions**

The writer met with other donor organizations to determine whether their funding targets were compatible with MOH/MFY's goal to establish a website and subscriber network for the oblast-level medical community. See Appendix A for meeting notes.

## **D. Potential Information Network Partners**

The writer met with the Director of International Affairs and the Information Director of SanEpi to determine the information dissemination structure within the SanEpi and the potential for SanEpi to provide information to the database of the proposed MFY website. Similar meetings were held with the Director and Research Director of the Institute of Health Education and Promotion, and with the Information Director of the Russian Academy of Medical Sciences. See Appendix A for meeting notes.

## **E. USAID**

The writer attended the USAID contractors meeting where USAID's phase-down plans were discussed, as well as progress US embassy staff have made in clarifying legal and business status issues which have to date been unresolved for contractors operating in Russia. Jim Norris, USAID Mission Director, acknowledged the lack of clarity from the Russian government, as well as governments of other NIS countries, regarding the legal obligations of contractors and the difficulty experienced by all projects in abiding by USAID administrative regulations as a result. He offered no promise to end the ambiguity, but pledged to contractors that USAID fully understands the compromising positions that such ambiguity forces them to operate in.

On conclusion of the assignment, the writer debriefed with the BASICS program officer at USAID.

## **V. FINDINGS**

### **A. Situation Overview**

The public health system in Russia is unique. Organized into polyclinics and feldscher obstetric posts (FAPs), health facilities serve a community within a defined geographic area. As such, the polyclinic or FAP will serve the same community members from birth to death. Health workers

develop a guardian-like relationship with their community members in this system—they make routine house calls to provide health care or disseminate information on a current medical issue or concern relevant to the individuals. As end users of medical information, these practitioners depend on routine medical information to serve their communities.

Previously, research institutes had large research and publications budgets with which they would publish and disseminate the findings of their work throughout the Russian health system. Administrators at federal and oblast levels would do the same, sending advisory and information bulletins routinely. However, today, due to the scarcity of funds for both researchers and paper, routine communications among and between the community are restricted, with little preventive information being transmitted through the system. Dissemination budgets are first spent on sending out official orders or *Prikazi* with a mainly curative focus, while routine medical updates seldom reach the national audience.

One example is the Pasteur Institute in St. Petersburg, one of many research institutes which have essentially lost all funding. There the Chief of the Information Department, Dr. Nikolai Chaika, once generated and received a high volume of medical journals, bulletins, and papers, which were meticulously logged in a notebook. Today, with no salaried research staff, and working in virtual isolation, Chaika generates a limited number of publications, most made possible by collaborating with international donors, and working with little or no salary. Assembled by hand, Chaika sends medical bulletins, journals, and studies to medical facilities and administrators whom he knows have no funds with which to distribute them. The Pasteur Institute's receipt of information from other research institutes comprises only information that Chaika personally seeks out at its source.

The Russian government, recognizing the need for a consistent, enforceable health policy, recently formed a committee of ministers to identify actions which might reinforce current health policies. The committee identified the lack of a unified information dissemination system as one key factor that, if addressed, would greatly increase the ability to enforce policy across Russia, and formed a subcommittee to further explore this issue.

## **B. Medicine For You (MYF)**

Medicine For You is a dynamic company with public and private facets that serve a broad base of health-related needs. From pharmaceutical promotions to the MOH Press Service, MFY is involved in a broad range of health care activities. Legally organized into 15 companies, which often interact as divisions of one company, the MFY companies that are of interest to BASICS and USAID are the Press Service for the Minister of Health and the non-profit organization, "Medicine For You." These two company structures overlap in that they are comprised of many of the same individuals who one day do the direct publicity work of the Ministry of Health and the next day are producing a standard programming that provides medical news and information directed by the mandates of the nonprofit organization.

## **i. The Press Service to the Ministry of Health**

A governmental organization for which the Minister of Health is the Director, and Nikolai Georgievich Ignatov is the General Manager, the Press Service is essentially a board of representatives appointed by the Minister (six from the MOH and two from SanEpi) which directs the media coverage of current health-related events, particularly those which favorably showcase the Minister's agenda and accomplishments. The Minister is the Chair of this board, while Ignatov, the President of the non-profit "Medicine For You," serves as the General Manager. As needed, the Press Service can direct the services of any division of the non-profit "MFY." For example, if there is a disease outbreak in Siberia, they can direct a cameraman and editor from the non-profit "MFY" to leave immediately to cover the story. If a researcher at one of the various national institutes has done work that the Minister's office deems of national importance, the Press Service can direct "MFY" to place reports of that work in all of their media: the journals, radio, television, etc., or even to place a report as an advertisement on national television.

## **ii. "Medicine For You"**

A non-profit organization, MFY is organized under the MOH under the wing of the Minister of Health. As such, all programming which it produces must be consistent with Russia's health policies. MFY's mandate is to serve as an information service that promotes healthy lifestyles through medical publications (radio, television, print, advertising) and medical information services (listings of pharmacy shelf stock and prices, and a 24-hour telephone hot-line) to the general public and the polyclinic doctor alike. Ignatov, who was previously described as the General Manager of the Press Service, is the President and owner of MFY. As Ignatov described the relationship, "At Medicine For You, the Minister is the Chief, and we are the owners."

With a staff nearing 250, "MFY" is comprised of six divisions: Television Production, Radio Production, Print Media Production, Advertising, Information Dissemination, and their 24-hour Moscow Hotline. The company is organized by cluster management principles. There are several interdivisional clusters that are responsible for different products in the division's lineup. Two intra-division clusters, the "United Creative Group," which directs the creative products of each medium, and the advisory cluster to the information dissemination department, which archives published stories and information on the database, essentially influence every product that MFY produces. These two clusters must work closely with the Minister's office to ensure that the products they generate are consistent with current health policies and are medically accurate. Further description of the resources of each division is included in Appendix B (corporate profile); a listing of department capabilities is in Appendix C; and the MFY program description is in Appendix D.

### **iii. Information Dissemination Division**

Currently, this division archives the stories and programs which have been released on MFY media channels—from family planning to dermatology to immunization to privatization of medicine—in a computer database. This information is then made available by e-mail to a subscriber base of 2,000. A creative group of ten work closely with the editorial boards of the television, radio, and journal divisions and staff of the Ministry of Health's press center to adapt reported medical information and health news stories to the standard archive format, making it available to the database subscribers or 'users.' A staff of thirty technicians maintain this network, interfacing with users and researching queries as needed.

The information service was actually the first venture of MFY. Initially, when Western drugs were made available to the Russian public, staff of MFY would monitor pharmacy stocks throughout Moscow and report to the public where and for what price they could buy drugs by telephone. They kept the information on a database and after procuring a UECP, were able to transfer data by electronic mail and teleconference stock information and even medical information about the pharmaceutical products themselves to the public and to doctors. By hooking up to Relcom, MFY began to provide information to other regions. Through aggressive advertising, they now have public and service providers as audience—medical 'enthusiasts' and medical community alike. To build their subscriber base, they offered initial access to their e-mail carrier for free so that the subscriber could decide for themselves whether the information was useful to them. Then, when the decision was made, the subscriber would be 'graduated' to pay their own access costs. (See Appendix E).

The current priority of the information service is to increase both its information base and its user base. Barriers include the limits of their servers (64 kilobytes, serving approximately 1,000 users simultaneously); the speed of their cable (currently 4-wire telephone cable); their non-commercial software (UNIX-3BSD), which they use due to phone wire restrictions; and the speed of their database management system, which currently limits information management ability and therefore the volume of electronic information. From these priorities, it was clear that to upgrade to the WWW and to create a network within the oblast-level public health administrations would be a natural extension of MFY's current thinking.

The writer brought IREX co-Director Bill Fick to MFY to assess their computer system and its viability as a website. Fick confirmed that in both management and hardware capability, MFY had the essential ingredients to manage a website, and would need limited technical assistance to upgrade their system to a website (support in reorganizing, reformatting, and for the future updating of their database). However, MYF would need to upgrade their hardware in the future as demand for their information grew. See Appendix F for the complete cataloging of MFY's computer capabilities.

On April 26, 1996, MFY presented a proposal to the previously mentioned ministerial subcommittee suggesting that MFY manage a unified national health communications program

given their current resources, media products, and relationship to the Ministry of Health. The proposal which was drafted for the subcommittee is attached in Appendix G. This proposal did not include the provision of a web page containing the latest medical information; however after discussions with BASICS, and considering the possibilities that the Internet has for reinforcing information dissemination, they recognized that their e-mail program, when upgraded to the WWW, could fit perfectly in this plan for a United Information System. Given this situation, it is a distinct possibility that once developed, a web-based information dissemination system at MFY may well become the official channel for the Ministry of Health, as well as other health policy-related ministries, to disseminate their information to the oblasts.

## **VI. RECOMMENDATIONS**

Given the above described situation, the writer recommends that BASICS' work with Medicine For You be based on the following factors:

1. The strong leadership of President Ignatov and vision for a sustainable, Russia-wide Internet information system
2. Their current information dissemination capacity
3. Their direct organizational relationship to the Minister of Health
4. Their relationship to MOH and SanEpi
5. The stability of the company and its potential role in institutionalizing its information dissemination service
6. The strong administrative support in the company which would enable them to manage grant funds

## **VII. FURTHER ACTIVITY DEVELOPMENT**

### **A. Oblast Access to the Internet**

Having reached the above-mentioned recommendations, the writer explored how to create an actual oblast-based network of Internet access sites within the public health system. By linking health workers to the Internet, they would have access to the MOH-endorsed health information on the MFY webpage, would be able to publish and disseminate information for use by their colleagues, and would have access to the information of international organizations such as the World Health Organization—a national-level dissemination capacity and a mechanism for oblast to oblast, and oblast to international organizations communication, combined. Three areas which would greatly contribute to oblast-level access to a medical website include the encouragement of oblast health managers with Internet capability to subscribe to the MFY website; provision public access sites in pilot oblasts for health managers to open access beyond a limited group of 'gatekeepers'; identification of donors to provide every MOH/oblast center access to the Internet; and continued enhancement of the medical database at MFY by enlisting medical information

sources, such as medical libraries and institutes, to contribute data to the database on an on-going basis.

Medicine For You is committed in encouraging their oblast-level health administrators to use their information system, if their initial line access costs are subsidized. It was also suggested that training for oblast-level staff on using the Internet would be beneficial at that time.

IREX representatives noted that 'public access sites' would open access to the Web for health workers. They confirmed that individuals who control the computer with web access often will restrict, due to political or other concerns, general access to the WWW. One suggestion IREX made was that in two cities (possibly in the medical libraries), 'public access sites' be set up where the medically-oriented public would be able to access the MFY website, as well as learn about other medical resources on the Internet. Such a site would require that a library staff member be trained on the Internet and on managing the site, and that the library be interested in providing such a service.

Finally, this network would be greatly enhanced if data sources such as medical libraries and federal institutes were information contributors and subscribers. In a meeting at SanEpi with the Information Director and International Liaison Director, SanEpi expressed interest in providing information on a Russia-wide site and noted that all SanEpi staff in the oblasts were potential subscribers as they have computers and are already on e-mail. Since the writer's visit to SanEpi, the organization has been combined with that of the MOH.

Given the initiative and interest of MFY, BASICS' role could be to leverage funds which would support the creation of an MOH national distribution structure and subsidize the high initial subscriber costs. The following were contacted as potential sources of funding or other collaboration for the described program: IREX; Eurasia Foundation, Citizens Democracy Coalition, and the Soros Foundation.

## **B. The Role of Donors**

Currently, the main barrier to instituting a comprehensive information dissemination capacity in the Ministry of Health is the decentralized nature of the public health sector: Oblast administrators control their budgets locally. Without previous experience, administrators will be understandably reluctant to commit scarce resources to Internet access and to line charges. However, as MFY has proven through their successful e-mail database service, computer users are willing to devote resources to e-mail and the Internet when they see substantial benefits of the service. By subsidizing initial access for a trial period, MFY has built up an e-mail subscriber base of 2,000 active users. The role of donor assistance would be to provide one access site in each Ministry office and subsidize access of one site per oblast to the MFY medical home page, on a trial basis following the model of MFY, through which administrators will have access to the latest official decrees, medical news, and research findings as never before.

With free initial access, oblast administrators will browse the website, access medical information useful for their range of programs, and begin to increase the quality of their programming, without the scepter of restricted funds demanding immediate benefit. Provided that the information continues to meet their needs, users will recognize the value of allocating their resources to pay for web access. At this point, their link will be 'self-sustaining.' Further, as the system becomes widely used, the MOH will be able to designate MFY to serve as an official distribution point of MOH decrees, in which case, current federal funds allocated for the distribution of official decrees would be channeled to MFY.

Donors address varied development issues, from management needs to democracy building. Bringing the Ministry of Health to the Internet will address several of these needs, as explored below.

### **i. Impact Local Public Administration Management**

Access to the WWW and to the MFY home page and database will bring administrative and program information to the oblasts, information from which they have been isolated since the split of the Former Soviet Union. Without this information, managers are out of info loop and unable to keep up with current research and national advisories in the field of public health, thereby negatively impacting the scope and breadth of their local programming. Because of this, there is a chance that they are making uninformed decisions; forced to run curative communications campaigns, rather than preventive; slow to catch up with medical innovations of the West, including hygienic and other practices; and skeptical, due to lack of information, of the basis of national policies such as the reform of contraindications to immunization, and therefore less apt to conform; slow to learn from advances of colleagues and sister oblasts.

### **ii. Assistance in Building Information Systems**

By providing WWW initial access to oblast administrators, this program will directly lay the foundation for an electronic information system for the Ministry of Health of Russia. Not only will this system rebuild bridges between researchers and administrators which have collapsed due to poor communications infrastructure, but oblast-level administrators will be able to communicate and share information with each other as never before. Through the free exchange of ideas provided by way of the Internet, the administration of health programs will grow in new, uncharted directions.

### **iii. Democratic Institution Building**

Information is power. In Russia, where individual health workers could be powerful forces of improvement in the health status of the nation, they have no access to the fundamental information that would allow them to do so. Access to information is necessary for problem solving: health workers who read the health policies of nations with longer life expectancy or with disease control programs that have kept epidemics at bay will learn from others' successes

and see internal applications. Just as information allows us to learn from successes, we can learn from each others' mistakes. Such open exchange of information leads to democratic societies: the premise of George Soros and the Soros Foundations' Open Society programs. Information sharing opens formerly closed populations beyond the wall of isolation created first by totalitarian regimes and currently by infrastructure barriers.

**APPENDICES**

**APPENDIX A**  
**MEETING NOTES**

## MEETING NOTES

### *Citizens Democracy Coalition*

John Lyons  
Country Director  
931-9662; 956-4344  
jlyons@sovam.com

Citizens Democracy Coalition helps coordinate small business development through training technical assistance providers (fundraising, investment, finance) as trainers who then work directly with counterparts to strategically encourage growth in the small business sector. As a part of this effort, CDC houses its own computer system with a licensed spot on the Web where they encourage businesses to house their webpages until they have built a viable userbase. They provide homepage development services and computer support services to their fledgling businesses.

Lyons indicated that if it were clear to them that MFY is a small business with strong prospects for development, they would be receptive to a proposal to place the MFY homepage on their node whereby CDC would subsidize one year of data and line access fees. MFY would manage the homepage and keep the database up to date from their offices, and would resume managing the page from their system at the end of the year. CDC would like to complement the work of IREX, and a situation where IREX provides the technical assistance to MFY for startup and CDC provides the highspeed Internet access and user costs. It may be that given the bulk of user costs, CDC will not be able to absorb the cost of the volume.

### *Soros Foundation*

Elizabeth Grygo

The Soros Foundation has a commitment to assisting the expansion of the Internet in Russia. Unfortunately, Ms. Grygo was unavailable to meet at this time.

### *AIHA*

Julie Dixon  
095 237-3406  
Elena Bourganzkaya  
202-789-1136

AIHA supports a US-Russia hospital to hospital program. They have Internet linkages and expressed interest in joining the subscriber base at Medicine For You.

### *IREX*

Bill Fick

In Russia, IREX supports the establishment of Internet access stations for the general public in libraries. They expressed interest in working with MFY to establish similar sites within medical libraries, however they do not have funding for this type of activity and would need a sponsor.

*The Eurasia Foundation*  
Melanie Peyser

The Eurasia Foundation noticed that in providing Internet access to oblasts their program would directly support oblast management administration; and potential Internet development for NGOs. These two areas are targets of the foundation and materials were provided to MFY to apply for the appropriate grants.

*SES*  
Alexsei Savinyck

Dr. Savinyck expressed interest in cooperation between the SES information system and the MFY database, housed under the MOH. Since this visit the two bodies, SES and MOH, have been integrated and it is not clear how these two systems will integrate.

*RAMS/RAS*  
Elena Putsillo  
Information Director

Dr. Putsillo suggested that RAMS would be able to provide information to the MFY database. She noted that RAMS has received support from the Soros Foundation for Internet connectivity supplies, but that RAMS has no fiber optic cable which would actually allow them to access the Internet. She suggested that they might be interested in a barter arrangement whereby RAMS uses the MFY subscriber base in exchange for unlimited use of optic fiber cable.

**APPENDIX B**

**CORPORATE PROFILE  
MEDICINE FOR YOU**

## **CORPORATE PROFILE: MEDICINE FOR YOU**

President: Ignatov, Nikolai Georgievich

Staff company-wide: 400

Comprised of 15 distinct organizations

### **1. MOH/ "Medicine For You" United Press Service**

Director: Minister of Health

General Manager: Ignatov, Nikolai Georgievich

Press Service Members:

6 representatives from MOH

2 representatives from SanEpi

Resources: staff of "Medicine For You" NGO.

### **2. State Venture: "Medicine For You" (NGO)**

A. Departments, Department Heads; and staff:

- Information Services Department. MIS Director: Larshin, Oleg Alexandrovich; Director, Information Collection: Gureavich, Larisa Arkedievna. Staff of 60 employees
- Publishing Department. Director: Kosareva, Tatyana Vitalia; Desktop Publisher: Savina, Irina Alexseivna. Staff of 26.
- Television and Radio Production Department.  
Television Program Director: Tverdova, Olga Vitalievna;  
Radio Program Director: Malinovskaya, Svetlana Victorovna Staff of 35.
- United Creative Group: Advisory group of directors and senior creative staff for unifying production materials.  
Exhibition Director: Ogorevna, Tatyana Alexandrevna. Staff of 40.  
Advertising Director: Synnachenko, Ana Olegovna. Staff of 20..  
24-hour telephone service: Director, Andreykova, Tatyana Vassilevna. Staff of 50.

B. Resources:

- Specialized computers, dedicated phone line
- Desktop publishing
- Montage equipment
- Video cameras and accessories
- Radio Transmitter
- Recording Studio
- Multi-channel telephone system
- Specialized computer network for telephone

## **CORPORATE PROFILE: MEDICINE FOR YOU**

### **Revenue sources:**

1. State government programs: family planning, vaccination etc.
2. Purchase orders from State Departments/Institutes
3. Advertising
4. Trading house for medical goods
5. Private practice for gynecology and alcoholism
6. Information Services (computer network, information provision)

### **Client/Consumer Base:**

1. Radio: All Russia
2. TV: 26 regions (40% population)
3. Newspaper: 300,000 general public (MFY)  
80,000 medical community (Vestink)
4. Computer network: all Russia

### **Registration:**

State Venture Medicine For You: Non-Profit  
Press Service Medicine For You: Government organ  
Consumer Protection Fund: Non-Profit  
Pharmaceutical ventures: private registration

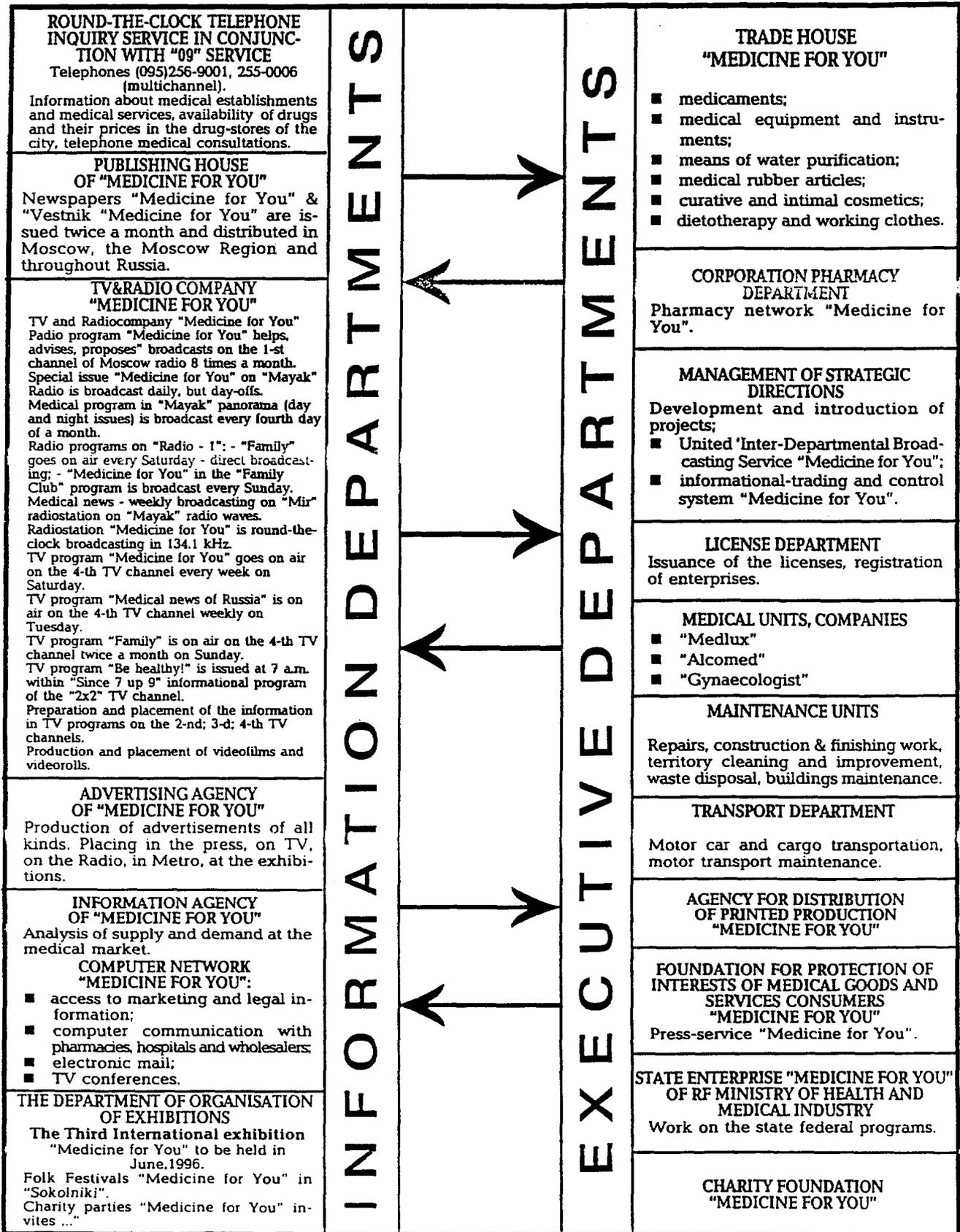
**APPENDIX C**

**ORGANIZATIONAL CHART  
MEDICINE FOR YOU**



# "MEDICINE FOR YOU" CORPORATION

Address: Arbat, 23/14 Sivtsev-Vrazhek per., Moscow, 121002, Russia  
 Tel: (095)202-2518, 165-1648, 255-0006, 256-9001  
 Fax: (095)165-1648, 202-2518  
 Address for correspondence: P.O.Box 112, Moscow, 121019, Russia  
 E-mail: medlux.msk.su



**APPENDIX D**

**FEDERAL PROGRAM DESCRIPTION  
MEDICINE FOR YOU**

**FEDERAL PROGRAM "MEDICINE FOR YOU"  
PROTECTION OF HEALTH OF RUSSIAN CITIZENS THROUGH  
THE COMPLEX MEDICAL AND SANITARY INFORMATION**

**1. Substantiation of elaboration of the Program**

Federal Program "Health protection of Russian citizens through the complex medical and sanitary information" (further - "Program") is drawn up in connection with the necessity of timely, quality and regular medical and sanitary awareness of the population. During last few years the system of medical information was practically destroyed. It's impossible to conduct the unified, sequential informational policy today, because of inconsistent and uncoordinated activity of mass media.

President of Russia Boris Yeltzin in his annual speech to Federal Congress noticed: "Strengthening of activity of the state informational structures is an important reserve of the Russian State". Unfortunately, this reserve is not used up to now. There is a paradoxical situation, when federal bodies (Ministry of Health and medical industry of Russia, the RF State committee of sanitary-epidemiological suppression) responsible for the health of nation are deprived of the informational system, that is the chance to conduct planned and sequential policy in the sphere of medical and sanitary information of the population.

As a result - medical and sanitary culture of the population is low, motivation of healthy way of life is absent, general trust in official medicine is destroyed, the idea of state-regulated public health is discredited...

The state of health of the Russian nation causes a serious concern. While the death rate is constantly increasing, the average life duration grows shorter. The birth rate, essential for the reproduction of the able-bodied part of population decreases.

The rate of diseases, invalidity and death of the population, including the able-bodied part of it, leads to the great labour loss. Total complication of the demographic situation and the unfavourable forecast in this sphere leads to the undermining of the state and economic security.

Poor knowledge and lack of skills in the field of rendering the first aid at accidents and extreme situations (either population or medical staff, or others, confronted with necessity of rendering the first aid) lead to the growth of invalidity and death-rate. By data of the Centre of medicine and catastrophes "Protection" RF Ministry of Health and Medical Industry, up to 20 percent of defeated during extreme situations, were suffered from wrong actions which could be avoided, while sufficient awareness of population of methods of rendering the first aid in extreme situations Infectious diseases grow at an unprecedented pace. By the data of Ministry of Health and Medical Industry of Russia, in 1994 tuberculosis disease rate increased with 13 per cent, bacterium dysentery - 17 per cent, syphilis - with 156 per cent, diphtheria with 171 per cent, typhus with 200 per cent !

Growth of these and many other unfavourable rates is caused not only by the affection of social and economic factors, but insufficient enlightenment and information of the population. (While epidemic outbreaks modern, purposeful, complex informational enlightening campaign-

ns let to succeed social and public mobilisation and to decrease of growth of the disease rate.

The campaign on propaganda of diphtheria vaccine prophylactics, conducted in 1994, 4.5 times increased vaccination rate and interrupted the epidemic growth).

The growth of hospital indoor infection rate causes a serious concern. Hospital lethal rate increased for 30 per cent. It's caused by lack of information, when people address for medical aid too late.

Malignant tumour, psychic disease, heart vessel disease, digestion organ decease rate are steadily growing - for 4 years for 34 per cent.

Lack of complex enlightenment on the prophylactics of infection of AIDS has corresponding consequences: during 6 month of 1995 80 persons were infected with VIH, against 65 persons during the given period of last year.

Abortion and venereal diseases growth (syphilis disease rate increased for 137 percent for the latest year) is also one of the "minuses" of present medical and sanitary enlightenment.

Mass media explanatory work on implementation of obligatory medical insurance (further OMI) into the system of Public Health is carried out insufficiently in sequentially.

Superficial and non-objective information about OMI system creates negative public opinion on one of the priority trends of reformation of Public Health in Russia.

The work on medicine information in regions is conducting extremely insufficiently and uncoordinately. There are not enough facilities and experience for creating an effective information system in regions where people need the information of all-Russia and of regional significance. Qualified work on medical and sanitary information, which takes into consideration the special features of the region, would be able to become one of the means, supporting the normal level of people's health, indicating economic and social welfare of the region.

Economical transformations require new ways in organisation of training of managing personnel in Public Health. There is a necessity in universal and effective methods of teaching in particular of demonstration of educational videofilms. In popular mass-media there is no practically information about Russian and international organisations' activity, about that of the authorities of Russian healthcare on joint programs in the sphere of Health protection.

In the present situation it is extremely difficult to carry out highly effective, largescaled informational enlightening campaigns, especially with attraction of various informational carries, i.e. popular ones, while for people's health protection improvement as well as for solving strategic and operative problems of Public Health an effective informational provision is necessary.

## 2. The principal program solutions

For the formation and conducting of the state policy in the sphere of medicine and Public Health as well as for solution of the tasks of medical and sanitary enlightenment of the Russian people, the complex informational medical system, using all possible ways for present-

ting information is necessary.

Complex informational medicine system should solve the following tasks:

- elaboration of the unified conception of development of communicative connections in Healthcare;
- orientation of large public for the healthy way of life and attraction of people to an active care of their health, development of social advertising;
- achievement of high level of population sanitary culture and improvement of sanitary and epidemiological welfare. i.e. prevention of hospital infection spreading;
- training the population specialist in rendering the first aid, i.e. at extreme situations;
- explanation of OMI role in Public Health reformation, of OMI law items and forming a positive opinion on OMI system among the population, specialists.
- informing public at large about achievements and events in the field of medicine, healthcare, sanitary and hygiene as well as attached spheres; about discoveries of new methods of prophylactics diagnostics and treatment of diseases and the implementation in medicine practice;
- improvement of public awareness in the questions of Public health in all the Russian regions;
- informing public and specialists about realization of international programs in the sphere of health protection;
- solution of strategic and operative tasks of public health through medicine and sanitary information.

### 3. Readiness to the program realization

For achievement of maximum informational and enlightening result, the unified, planned and sequential policy should be conducted. The unified informational system (working both for public and for experts) is necessary for this purpose. In present conditions RF the Ministry of Health and Medical Industry Press Centre and the State enterprise "Medicine for You" Ministry of Health and Medical Industry of Russia succeed in creating the unified complex system of information "Medicine for You" (further "Medicine for You"), which obtains the required technical basis for manufacturing of informational production of any kind.

"Medicine for You" includes TV and radio programs, newspapers as well as different TV-, radio-, audio- and poligraphic production (brochures, booklets, leaflets etc.)

The complex of information carriers lets to cover the largest audience. Usage of specialised "Medicine for You" informational carriers, which have formed during several years audience, as well as usage of the mutual advertising principal increase effectiveness of information.

During several years "Medicine for You" was used for conducting of informational and enlightening campaigns. Among them there were: "Struggle with cholera epidemic in Daghestan and cholera prophylactics", 1994, "Struggle with diphtheria epidemic in Russia and vaccine

23

prophylactics of diphtheria", 1994, "Struggle with poliomyelitis in Chechen republic and vaccine prophylactic of poliomyelitis", 1995 "Redeering of urgent and planned medical assistance to the victims of earthquake in Neftegorsk", 1995, "Implementation of OMI system in Moscow", 1995, and many others.

Moreover, the "Medicine for You" complex is effectively used for realisation of the informational directions of the federal medicine programme (lg. subprogram "Family planning" and "Children of the North" of President Program "Children of Russia"). It is also used in the work of the united Press Service of RF Ministry of health and medical industry, and RF State Committee on sanitary and epidemiological supervision.

"Medicine for You" includes round-the-clock telephone inquiry "Medicine for You". Multichannel phones provide Moscow citizens with more than 2.500 answers a day. The inquiry, as an important unit of informational chain, simultaneously readdresses a person directly to the service sources of presents additional information.

Medicine specialists and medical establishments receive the required information and daily exchange it in "Medicine" computer network. "Medicine for You" computer network is independent but at the same time is one of the "Relcom" network unit. At present "Medicine for You" C.N. unites 500 subscribers. Among them more, than 170 pharmacies, treatment and research establishment, commercial structures.

Among the the ways of information "Medicine for You" uses holding of medical exhibitions (in particular international exhibitions "Medicine for You" which are intended both for population and specialists), seminars, conferences, competitions. Charity parties "Medicine for You" invites" are being held for the population.

"Medicine for You" folk festivals in Sokolniki" combine entertainment and rest with the enlightening actions. In "Medicine for You" system each of the informational carries advertises the others. announces the nearest publications, duplicates "in its own way" materials, published in the different carries. Such a mutual advertising lets to enlarge the audience and to improve informational effect.

Thus "Medicine for You" state enterprise RF Ministry of Health and Medical Industry expense in construction of the information and in persuing information and enlightening campaigns may be effectively used in creation of the complex informational medical system on protection of Russian people health. Already existed informational carries could become a basis of the new system.

#### 4. Mechanism of realization management system and control of the "Program" fulfilment

Effectiveness of the given program realization will depend upon the interest and participation of all the bodies, concerning the problems of public health, upon the degree of mass-media attraction, upon the constant control of the program realisation and on complex evaluation of its fulfilment with the father necessary corrections, as well as upon elaboration and realization of the regional programs with their confirmation in the executive authorities of Russia.

For realisation of the set tasks the "Program" foresees:

- production and placement in the central and regional TV broadcasting of the complex of programmes, plots and films, which are extended both for separate regions and for the population of Russia as a Whole;
- production and placement of radio programmes and plots in central and local radiostations;
- production and placement of educational TV and videofilms in the central and regional television, as well as their distributor among educational establishments.
- creation of various necessary videoproduction;
- creation of the necessary videoarchives;
- creation and placement of topical articles in central and local newspapers;
- creation of photoproduction and photoarchives;
- creation of necessary polygraphic products (brochures, booklets, leaflets etc.);
- distribution of newspapers and other printed products;
- using of medical computer network for information of specialists;
- preparation and topical seminars, conferences, exhibitions.

Appointment of the "Program" leaders in federal, regional and territorial levels; Carrying out the systematic monitoring, and independent evaluation of the "Program" realization and its correction if necessary. Attraction to medical informing all bodies, concerning medicine problems.

The "Program" is intended for the period of the 1996-2000.

Finance and economic provision is intended to be carried out at the expense of the attracted means.

Expenses for realization of the given "Program" actions shall be equal to 7742600 in USD (in prices of 1995).

In Appendix 1, attached to the "Program" events are given.

It is supposed the further development of the informational carries system at the expense of the attracted means. Elaboration and realization of the "Program" is drawn up by "Medicine for You" State enterprise RF Ministry of Health and Medical Industry.

25

Supplement 1

**A C T I O N S**  
**ON REALISATION OF THE "MEDICINE FOR YOU"**  
**FEDERAL PROGRAM PROTECTION OF HEALTH OF RUSSIAN CITIZENS THROUGH**  
**THE COMPLEX MEDICAL AND SANITARY INFORMATION**

NAME OF ACTION	PRICE IN USD/A YEAR
<b>1. TELEVISION, VIDEOPRODUCTION</b>	
<b>1.1. TV program "Medicine for You":</b>	
a) production and placement of informational and cognitive videoplots, propagandising a healthy way of life.  Time duration - 4 min., Periodicity - twice a month, Total - 24 videoplots:	288.0
b) production and placement of videoplots, promoting sanitary, epidemiological welfare i.e. non-spread of hospital infection.  Time duration - 4 min., Periodicity - twice a month, Total - 24 videoplots:	288.0
c) production and placement of videoplots on education of the population in rendering the first aid i.e. in extreme situations.  Time duration of each - 2 min., Periodicity - twice a month, Total - 24 videoplots:	144.0
d) production and placement of videoplots on explanation of obligatory medical insurance (OMI) role in public health reformation.  Duration of each - 3 min., Periodicity - once a month, Total - 12 videoplots:	108.0
e) production and placement of videoplots about fulfilment of international public health programmes.  Duration of each - 3 min., Periodicity - once a month, Total - 12 videoplots:	108.0
<b>1.2. TV broadcasting "Medical news of Russia":</b>	
Production and placement of informational videoplots about the events in the sphere of health protection, sanitary and epidemic supervision and OMI.	

Duration of each - 1 min.,  
Periodicity - 4 times a month,  
Total - 48 videoplots:

144.0

1.3. Creation and placement of videoproduction:

a) producing videofilms on priority problems of Public Health:

Duration - 15 min.,  
Periodicity - twice a month,  
Total - 24 videofilms:

- for broadcasting:

360.0

- for non-broadcasting demonstration:

180.0

b) fulfilment of filming in regions, creation and placement of videoproduction:

- creation of videoplots for demonstration in business on the local TV either in the region of filming or in other regions.

Duration of videofilm is 15 min.,  
Duration of videoplot is 4 min.  
Periodicity - twice a month,

Cost (including overhead expenses way fare, placement, nutrition, organisation of business events) - 24 videofilms  
- 24 videoplots

600.0

96.0

Placement on the air of regional TV companies by "Medicine for You" efforts, under the condition of solving all the organizing problems (presentation of broadcasting time etc.).

Actions on distribution (90 regions): acquiring of "Betacam" cassette, copying, delivery other expenses (the price doesn't include broadcasting time of regional TV companies).

Placement control:

Phonecalls, reception of videocassettes with records of placed on the air videomaterials, conclusion of contracts on presenting the reports by regional TV companies etc.

Total expenses on distribution (the price doesn't include broadcasting time of regional TV companies).

264.0

1.4. Production of short (up to 1 min.) videoplots and their placement on air of prime informational programs, if possible:

"Vesti", "ITA-news", "Time", "TV morning", "Week news". (Under the condition of filming in Moscow or using the materials before-ac-

27

quired in regions).

Periodicity - twice a month.,  
Placement - free of charge.,  
Total - 24 videoplots.

24.0

1.5. Conducting of videochronicle on the activity of international organisations in the sphere of Russian public health. Documentary filming in the term of contract validity Overrace of amateur videomaterials.

Additional expenses mentioned in above items may not be required.

1.6. Creation of videoarchives on the activity of international organizations in the sphere of Russian public health. Archiving of initial videomaterials and master cassettes (acquiring of 1000 videocassettes, acquiring of equipment for reservation; other expenses).

75.0

## 2. RADIO

2.1. Special issues "Medicine for You" on "Mayak" radio.

Duration - 3 min,  
Periodicity - 4 times a month,  
Total - 24 broadcasts.

Cost of production and placement (under the condition of reception in Moscow or in regions the material for preparation of TV plots with registered payment of overhead expenses):

72.0

2.2. Radioprograms on "Mayak" radio in "Panorama of Mayak" rubric. (Reportages from regions, informational reports etc.).

Duration - 4.5 min.,  
Periodicity - twice a month,  
Total - 24 broadcasts.

Cost of production and placement (under the condition of reception in Moscow or in regions the material for preparation of TV plots with registered payment of overhead expenses):

54.0

2.3. Radioprograms on "Mayak" radio in extreme regime.

(Reportage about important events, taking place in Public Health on that very day).

Creating of short radioplots and placing them on "Mayak" radio addenda to mentioned above ones or within them).

Duration - 1-2 min.,

Periodicity - once a week.

Cost of production and placement (under the condition of selection in Moscow or in regions the material for preparation of TVplots with registered payment of overhead expenses).

50.0

2.4. Radio programs on "Radio-1", "Direct broadcasting" for a concrete conversation with regions - citizens, medical staff and insurers.

Duration - 30 min.,

Periodicity - once a month.

Total - 12 broadcasts:

108.0

2.4. Radioprograms on "Moscow radio".

Information on the problems of healthcare, interesting for Moscow region citizens.

Duration - 4.5 min.,

Periodicity - once a month.

Total - 12 broadcasts

10.8

2.6. "Medicine for You" Radio.

Creation and exploitation of the round-the-clock "Medicine for You" radiostation.

Monthly

500.0

2.7. Regional radiocompanies.

Creation and placement on the air of regional radiocompanies of radioplots 5 minutes of each, devoted to health protection problems, to the achievements in medicine of the given region and those of others.

Cost of creation under the condition of using the materials, acquired in the regions beforehand. Placement on the air of regional radiocompanies by the "Medicine for You" efforts after settlement of all the organizing problems. Providing with broadcasting time etc.).

Actions on spreading (broadcasting time of regional TV companies in not included in the price.), the control of the placement (acquiring of audio cassettes, copying and other expenses on distribution).

Control of placement (phone calls, acquiring

of audiocassettes with records of the pleased on the air videomaterials, payment of audio cassettes, conclusion of contracts with regional radio companies on presenting the report etc.).

Periodicity - twice a month,  
Total - 24 broadcasts.

46.8

2.8. Other radio companies (Moscow and Russian ones, situated in Moscow).

Creation of short radioplots and (if possible) their placement on the air of the main radiostations ("Radio of Russia", "Youth", commercial ones: "Echo of Moscow", "Autor's radio", "Maximum" radio etc. The price is under the condition of acquiring of the material in Moscow or using the materials acquired before in regions.

Duration - 2 min.,  
Periodicity - twice a month,  
Total - 24 broadcasts.

2.4

### 3. THE PRESS

3.1. Specialised medical newspapers "Medicine for You" and "Medicine for You" Herald"

- a) articles in all-Russia newspaper "Medicine for You" - 1/4 of page,

Periodicity - once a month,  
Total - 12 issues.

9.6

- b) articles in all-Russia newspaper "Medicine for You" Herald" (the organ of Ministry of Health and Medical Industry of Russia) - one of page.

Periodicity - twice a month,  
Total - 24 issues.

120.0

3.2. Articles in other medical editions:

- a) articles in "Medicine Newspaper" - one page in each,

Periodicity - once a month,  
Total - 12 issues of newspaper articles in 20 regional newspapers:  
62.0

3.3. Articles in non-medicine newspapers.

- a) central  
b) regional

Total - 480 articles each of 1/2 of page A3 of size. 1920.0  
Periodicity - twice a month.

3.4. Publication of "regional supplement" for 90 territories, the most active participants of informational exchange on health protection problems.

Periodicity - once a month,  
Total - 12 insets.

Cost (collection of material, type-setting, imposition, copying, inset, distribution etc.) 1080.0

4. COMPUTER NETWORK "MEDICINE FOR YOU"

4.1. Subscription of regional users to computer network (further 'CN') "Medicine for You".

The price of subscription service for one long-distance user (subject to availability of computer, modem, qualified operator as well as lack of necessity in business trip to the given region. The price includes phone calls, distribution of necessary softwares through 'Relcom' CN, work on distance carriage of subscriber's actions etc.).

Cost of subscription of 90 regions: 90.0

Subscribing payment (includes distribution of messages and subscribed items of teleconferences. 108.0

4.2. Conduct of the competition among the "Medicine for You" CN subscribers.

The aim of the competition is to intensify the informational exchange through "Medicine for You" CN by increasing of subscribers' activity.

The price (includes operators' administrations' work; expenses on bonus, advertising actions etc.).

Periodicity - once a month. 60.0

4.3. Organisation of the informational exchange among medical establishments (or in favour of them) through "Medicine for You" CN.

- a) document turn-over and correspondence with Moscow and regional organisations (in Moscow - free of charge, in regions - if through "Relcom", - then by "Relcom's" prices);

- b) placement of all normative documents, concerning medical, pharmaceutical, insurance organisations etc.);
- c) publication in E-editions (electronic version of "Medicine for You" Herald", electronic issues of news);
- d) access to market and legal information;
- e) fax distribution through fax-server of "Medicine for You" CN (in Moscow - free of charge, in regions - by minimum prices);
- f) creation and conduct of other necessary data basis.  
Monthly.

The price doesn't include payment for traffic at the work on attraction to "Relcom" CN and similar:

60.0

#### 5. TELEPHONE INQUIRY "MEDICINE FOR YOU"

##### 5.1 Placement in the Phone Inquiry "Medicine for You" of information;

- a) for population:
  - on the principal documents of Ministry of Health and Medical Industry of Russia, Moscow Department of health;
  - addresses and phone numbers of treatment establishments, insurance medical organisations etc.);
  - specialists' consultations by phone;
- b) for specialists:
  - where to get the additional information (informational carriers).Monthly.

12.0

#### 6. SEMINARS AND CONFERENCES ON PUBLIC HEALTH PROBLEMS.

6.1. Russian-American medical Exhibition. June, 1996.

500.0

6.2. The first all-Russia conference "Trends of the reform of Russian Public Health". June, 1996. Simultaneously with the Third International Exhibition "Medicine for You" and its events (seminars, the 2-nd All-Russia conference on licensing of pharmaceutical activity, Russian-American exhibition of medical equipment patronised by Ministry of Health and Medical Industry of Russia and Ministry of Health of the USA).

The price (distribution of messages, faxes, fees to speakers, learning of halls, advertising and information preparation, creation of advertising production etc.).	50.0
6.3. Conduct of seminars on the problems of Public Health in Russia (Within the Third International exhibition "Medicine for You".	20.0
6.4. Training of a new profession "Medical manager".  Within the framework of the forum "New professions". (Moscow. November-December, 1996).	10.0
<u>7. OTHER SERVICES AND WAYS OF INFORMATION.</u>	
7.1. Creation of photoproduction.	
a) representative photographing in Moscow (within mentioned above trips) and in regions. Preparation of representative photoalbums for the participants of the event and photoarchives.  The price of one photographing together with preparation of 5 photoalbums (individual selection of photos) and photo for archives-photocorrespondent's trip in not paid additionally, it is included in filming group.	60.0
b) Conduct of photoarchives. The price includes expenses for reservation and processing of photomaterials, leasing, etc.). Monthly.	18.0
7.2. Manufacturing of advertising and representative production. (calendars, posters, pendants, sticky applications, booklets, pens, folders etc.). Monthly.	20.0
7.3. Manufacturing of leaflets and distribution among population and curative and prophylactic establishments. Monthly.	20.0
<b>TOTAL PRICE:</b>	<b>7742.6</b>

23

**APPENDIX E**

**DETAIL—INFORMATION CENTER OF  
MEDICINE FOR YOU**

## **DETAIL: INFORMATION CENTER OF MEDICINE FOR YOU**

Oleg Larshin, Information Director

The Information Center of MFY archives medical information which has been developed for television, radio or journal publication and which it provides to a list of Russia-wide subscribers via email. Currently this archive includes information from family planning to dermatology to immunization to privatization of the medicine. Ten () work closely with the editorial boards of the television, radio and journal divisions and staff of the Ministry of Health's press center to adapt reported medical information (from the Minister of Health) and health news stories to the standard archive format, making it available to the database subscribers or 'users'. A staff of thirty technicians maintain this network, interfacing with users (clarify) and researching queries as needed.

### History of MFY information service

1. Investigated pharmacy stock of Moscow to see what was available to the public, and then began to provide this information to the public through a database that was frequently updated.
2. UECP was procured to transfer data by electronic mail
3. Began teleconferencing stock info (beyond pure 'instock info to medical information about the pharmaceutical products themselves) to pharmaceutical audience.
4. Medical information of pharmaceuticals was of interest to greater medical community, and MFY opened up its data to others.
5. Through Relcom, began to provide information to other regions.
6. Advertised service and now have public and service providers as audience -- medical 'enthusiasts' and medical community alike.
7. Priority of Information service it to increase information base and increase user base. Barriers include limits of servers (64 kilobytes, serving approximately 1,000 users simultaneously) (want 3W server), speed of cable (currently 4 wire telephone cable), non-commercial software (UNIX-3BSD) due to phone wire restrictions, speed of database management system which currently limits information management ability and therefore the volume of electronic information

**APPENDIX F**

**ASSESSMENT—COMPUTER SYSTEMS AND SKILLS**

## **ASSESSMENT: COMPUTER SYSTEMS AND SKILLS**

Medicine For You

Evaluated with the assistance of Bill Fick, IREX/Moscow

### **COMPUTER SYSTEMS:**

Server:

Node with live connection

16 Megabytes RAM

1 Gigabyte hard-drive

486 DX100 computer dedicated to node

3BSD UNIX software

Leased-line connection:

19.2 kbite/second speed connection

\$300/month service fee

3 14.4 kb/sec modems connected to node

Organization:

At separate locations, they have one dedicated machine which accesses information from and provides information to the node-connected server. Conferences take place on this machine. They do not have a Local Area Network (LAN). With a LAN, all of MFY would be able to access information on the internet that could be offered on the website, particularly from international sources.

Issues in creating a website:

To create a website, their biggest challenge is organizing their existing information for the new format which would entail reformatting all data in their database and creating datalinks to the website. If they had a LAN, they could have Windows and Netscape on all systems in office, which would enable all members of their dissemination team to update and manage the site directly. They also do not have X Windows, which is Windows for UNIX, which means that without it, they will not be able to see the pictures on the website on their computers. If they expand their limited modem pool then more people would be able to dial into their computer directly with faster access to the information on the website.

Skills:

Technicians seem well-versed in general technical computer information with enough skill and understanding of the medium to be trained in the development and complete management of the website.

**APPENDIX G**

**MFY INTERDEPARTMENTAL  
INTEGRATED INFORMATION SYSTEM PROPOSAL**

**INTERDEPARTMENTAL PROGRAM**

**"MEDICINE FOR YOU"**

**INTEGRATED INFORMATION SYSTEM**

**Participants:**

Russian Federation Ministry of Public Health and the Medical Industry, Federal Compulsory Medical Insurance Fund, Russian Federation State Sanitation and Epidemiological Inspection Committee, Russian Academy of Medical Sciences, Russian Federation Ministry for Emergencies, Mass Catastrophes and the Elimination of the Consequences of Natural Disasters, Russian Federation Ministry of Science and Technical Policy, Russian Federation Ministry of Defense, Federal Security Service, Ministry of Internal Affairs, Ministry of Means of Communication, Federal Service of Russia for Television and Radio Broadcasting, Russian Federation Ministry for Social Protection, Russian Federation Ministry of Education, Russian Federation Ministry of Higher and Middle Special Education, Russian Federation State Pension Fund, and Federal Employment Service.

**Developer:**

"Medicine for You" State Unit Enterprise of the Ministry of Public Health and the Medical Industry of Russia.

Moscow  
1996

29

## 1. GENERAL PROVISIONS

The "Medicine for You" Integrated Information System is a complex of information media intended for carrying out the state information policy in the public health field.

The "Medicine for You" Integrated Information System (MFY IIS) includes the mass information media (magazines, television and radio broadcasting, telephone information and a global computer network), as well as other media for the dissemination of information - the production and distribution of video, audio and printed materials, exhibits, etc. (see below).

### 1.1. Substantiation of the Need for the Development of the Program.

The interdepartmental "Medicine for You" Integrated Information System has been developed in connection with the need for prompt, quality, regular dissemination of medical and hygiene information to the public.

The system for the distribution of medical information has practically broken down in recent years. It is impossible to conduct an integrated, coordinated information policy in the public health field at present due to the inconsistent and uncoordinated operation of the mass information media (MIM).

Beefing up the operation of the informational structures of the state is an important resource in terms of the matter of strengthening Russian statehood. This resource unfortunately has not been fully utilized up to now. A paradoxical situation has developed, in which the federal agencies directly responsible for the health of the nation (the Russian Federation Ministry of Public Health and the Medical Industry and the Russian Federation State Sanitation and Epidemiological Inspection Committee) have no information distribution system of their own, hence they are unable to conduct a systematic, consistent policy in the field of the public dissemination of medical and hygiene information.

As a result, the level of public knowledge of medicine and hygiene is extremely low, and there is no general trend toward a healthy lifestyle; faith in official medicine has broken down, the idea of state support for public health has been discredited, and the citizens know little about the activities of state agencies in regard to the reform of the public health system.

Meanwhile, the state of health of the Russian nation is arousing serious alarm at present. The mortality rate continues to increase against the background of a simultaneous drop in the life expectancy of Russians. The birth rate, which is necessary for the renewal of the labor force, is decreasing. The high rates of disease, disability and death among the population, including the able-bodied working population, is leading to labor losses. On the whole, the deterioration of the demographic situation and the unfavorable forecast in this area is damaging state security, including economic security.

The incidence of infectious disease is increasing at an unprecedented rate. According to data of the Russian Federation Ministry of Public Health and the Medical Industry, the incidence of tuberculosis increased by 13%, bacterial dysentery increased by 17%, syphilis increased by 156%, diphtheria increased by 171% and typhus increased by 200% in 1994!. The increase in these and many other unfavorable figures has been caused not only by the effects of social and economic factors but also by the inadequate education and enlightenment of the public. In the presence of epidemic outbreaks, prompt, purposeful and comprehensive informational and education campaigns make it possible to achieve social and public mobilization and to reduce the increase in the number of victims. For example, a campaign conducted in 1994 to publicize the

prevention of diphtheria by vaccination increased the number of vaccinations by a factor of 4.5 and, due to the increase in the number of individuals vaccinated, halted the growth of the epidemic, which had become a threat.

The hospital lethality index has increased by 30%. This is related, in particular, to the fact that people are late in seeking medical assistance, which is often the result of a lack of elementary knowledge.

The low level of knowledge and the absence of skills in the area of rendering first aid in accidents and emergencies is leading to an increase in disability and death. According to data of the "Zashchita" All-Russian Center for Emergency Disaster Medicine, up to 40% of the victims in emergency situations have suffered from improper actions, which could have been avoided with adequate education of the public concerning behavior in emergencies and methods for administering first aid.

The incidence rates continue to increase steadily for malignant tumors and mental illness. Cardiovascular disease and diseases of the digestive organs are increasing: the rates for such diseases have increased by 34% in 4 years.

The lack of comprehensive education with respect to issues in the prevention of infection with AIDS is also having negative consequences: there were 80 cases of infection with the human immune deficiency virus (HIV) in Russia for 6 months of 1996, as compared to 65 cases for the same period of the previous year.

The increase in abortions and venereal disease (the incidence of syphilis increased by 137% last year) is another of the "minuses" of current medical and hygiene education.

Explanations of the implementation of compulsory medical insurance (CMI) in the system are not being made with adequate consistency in the mass media. Superficial, often less than objective information about the CMI system is creating negative public opinion among broad strata of the population concerning one of the most important directions for the reform of the public health system in Russia.

Work on the dissemination of medical information in the regions is quite inadequate and disorganized. Capabilities and experience for the development of an effective information system are not always sufficient in areas where the population needs information of both national and regional significance. Competent work in terms of the dissemination of medical and hygiene information in the light of the specific features of the region can be an effective lever in maintaining a good level of the health of the public and can indirectly determine the economic and social welfare of the region.

In the situation as it has taken shape at present, it is extremely difficult to conduct a highly effective, large-scale informational and educational campaign in the area of public health, especially with the involvement of many of the information media, including the popular media; at the same time, the effective dissemination of information is simply necessary to improve the protection of the health of the people, to reform the public health system and to solve strategic and operational public health problems.

### 1.2. Goals and Tasks of the "Medicine for You" Integrated Information System

For pursuing an integrated, consistent and systematic state policy in the field of medical information, the Russian Federation Ministry of Public Health and the Medical Industry and the Russian Federation State Sanitation and Epidemiological Inspection Committee, by the efforts of the combined press service of these two agencies and the MEDICINE FOR YOU state enterprise

of the Ministry of Public Health and the Medical Industry of Russia, have created the "Medicine for You" Integrated Information System of the Ministry of Public Health and the Medical Industry of Russia.

The purpose of the "Medicine for You" Integrated Information System is to pursue an integrated, coordinated, systematic and consistent state policy in the field of the dissemination of medical information to the public, the community and specialists.

The mission of the "Medicine for You" Integrated Information System of the Ministry of Public Health and the Medical Industry of Russia is as follows:

**Main Purposes:**

1. A permanent program for medical and hygiene education in accordance with the unified state policy developed for this field.
2. The ongoing dissemination of information to the public, the community and specialists in regard to events in medicine, public health care and related fields.
3. The dissemination of objective information to the public and specialists in regard to the activities of the President, the government and the agencies of executive authority (including local agencies) in the field of health care and social protection.

**Other Purposes:**

4. The orientation of broad strata of the population toward a healthy lifestyle and the involvement of the public in taking active responsibility for their health.
5. The achievement of a high level of hygiene education of the public and the improvement of sanitation and epidemiological welfare.
6. The reduction of the rates of increase of the incidence of the basic infectious and noninfectious diseases.
7. Teaching the public and specialists to administer medical first aid, including first aid in emergency situations.
8. The explanation to the public of the provisions of laws and other legal documents pertaining to the protection of the citizens' health, including the laws concerning "Compulsory medical insurance for citizens of the Russian Federation," and also the dissemination of information concerning changes in the legal and legislative areas pertaining to health care and the course of the implementation of state programs in the field of health protection.
9. The objective, comprehensive and prompt dissemination of information to broad strata of the population and workers of the health care services, including information:
  - concerning achievements and events in the field of medical science, public health, sanitation and hygiene and all related fields;
  - concerning the discovery of new methods for the prevention, diagnosis and treatment of diseases and their implementation in medical practice;
  - concerning the approaches used for improving the quality of medical aid;
  - concerning methods for the protection of the rights of patients and the real actions of the agencies of executive authority with respect to ensuring the protection of the rights of patients;
  - concerning methods for ensuring the professional responsibility of the physician;
  - concerning the activities of individual workers of the health care services (physicians and treatment aides, nurses, etc.).
10. Maximum coverage of the population of Russia by the dissemination of medical information, presented in the form of a product of high scientific methodological, artistic and technical quality.

11. The presentation of a reliable tool for the public health agencies in the conduct of their information policies.
12. The shaping of public opinion among the population and the health care workers.
13. The dissemination of professional information.
14. The dissemination of information on the compulsory medical insurance system, its ideology, its achievements and its problems.

### 1.3. Basic Assumptions of the "Medicine for You" Integrated Information System Concept

The basic assumptions of the MFY IIS concept follow from one of the missions of the MFY IIS - to give the public health agencies a reliable tool for conducting their information policies.

The main assumptions:

1. Full administrative control of the components of the "Medicine for You" Integrated Information System and their subordination to the Ministry of Public Health and the Medical Industry of Russia.
2. The comprehensiveness of the dissemination of information due to the use of various information media (IM).
3. A system for cross-referencing for the "Medicine for You" Integrated Information System information media.

Other provisions:

4. The use of both specialized "medical" information media and other information media aimed at a broad audience.
5. The development of "basic" information media which are an integral part of the "Medicine for You" Integrated Information System, simultaneous with the obtaining of strictly defined and legally secured informational opportunities (space in newspapers, air time for radio and television, etc.) in "friendly" information media.
6. Planning and strict adherence to the plan for scheduled and unscheduled (emergency) information campaigns.
7. The fundamental self-support of the "Medicine for You" Integrated Information System as a whole, based on the relatively low cost of the basic information media, which provide information capacities for barter with the "friendly" information media.
8. "Feedback" from the users of the information.
9. The optimum combination of "official" information, information of "general importance" and "commercial" information.
10. The collective development of solutions pertaining to the strategic issues of the activities of the MFY IIS.

## 3. STRUCTURE OF THE MFY IIS

### 3.1. The Current State of the "Medicine for You" Integrated Information System

The Russian Federation Ministry of Public Health and the Medical Industry and the Russian Federation State Sanitation and Epidemiological Inspection Committee, by the efforts of the "Medicine for You" combined press service and the MEDICINE FOR YOU state unit

43

enterprise of the Ministry of Public Health and the Medical Industry of Russia, have created the "Medicine for You" Integrated Information System of the Ministry of Public Health and the Medical Industry of Russia, which has available all the necessary information media and the personnel and equipment base necessary for producing all types of information products.

The "Medicine for You" Integrated Information System includes the following elements (as of April 16, 1996):

3.1.1. Television:

3.1.1.1. "Medicine for You" television program.

Television channel 4. Duration, 25 minutes. Weekly - telecast every Saturday at 10:35 a.m. Broad audience.

3.1.1.2. "Medical News of Russia" television program.

Television channel 4. Duration, 5 minutes. Weekly - telecast every Tuesday at 2:50 p.m. Broad audience. Production has been suspended at present in connection with the reorganization of broadcasting on the All-Russian State Television. Telecasting of a new program will begin on the same channel in May, 1996 (working title "Let's Talk About Health"). Duration, 5 minutes. Broadcast time, daily at 8:00 a.m. Broad audience.

3.1.1.3. "Family" television program.

Television channel 4. Duration, 15 minutes. Telecast every other Sunday at 10:15 a.m. Broad, younger audience.

3.1.1.4. "Be Healthy!" television program.

Television channel "2x2." Duration, 5 minutes. Telecast on Mondays, Wednesdays and Fridays at 7:20 a.m. A daily (weekdays) telecast at the same time is proposed. Broad audience.

3.1.2. Radio:

3.1.2.1. Radio MAYAK [Beacon]:

- special "Medicine for You" broadcast - every weekday at 8:35 a.m. (20 - 22 broadcasts a month). Duration, 5 minutes. Broad audience;

- medical reports on the "Beacon Panorama" program. Once every four days at 11:00 a.m. and 4:20 p.m. (14 reports a month);

- medical reports on the "Beacon Family Club" program. Weekly on Sundays at 12:40 p.m. Duration, 5 minutes;

- medical reports on the "Rhythms of Eurasia" program. Weekly on Thursdays at 7:50 a.m. Duration, 5 minutes;

3.1.2.2. Radio-1:

- "Family" radio program. Weekly on Saturdays at 2:30 p.m. Duration, one hour;

- a medical radio column on the program "Radio-1 Family Club." Twice a month for 30 minutes;

3.1.2.3. Moscow radio:

- "'Medicine for You' Helps, Advises and Suggests" radio program. Duration, 5 minutes. Broadcast on Mondays and Thursdays at 6:35 p.m.;

3.1.2.4. "Medicine for You" Radio:

- Concept for content - medical radio for the Moscow region. Broad audience. Broadcast in medium-frequency band: MF 1485 (203 m). Daily from 7:00 a.m. to 5:00 p.m.

An increase in the air time to 16 hours a day (from 7:00 a.m. to 11:00 p.m.) is planned for the very near future. In addition, broadcasting in the ultrashort wave band (to the Moscow region) and in the HF (short wave) band (to 48 territories of the Russian Federation) is planned.

### 3.1.3. Newspapers:

#### 3.1.3.1. "Medicine for You":

Broad audience. Biweekly, editions of 300,000 copies, Moscow edition of 100,000 copies. Distribution in Moscow and in Russia.

#### 3.1.3.2. "Medicine for You" Journal:

Audience - health care workers. Biweekly, editions of 79,500 copies. Distributed among the public health agencies and the prophylactic and treatment institutions of Moscow and Russia.

### 3.1.4. Production of video films and video, audio and photographic productions.

### 3.1.5. Exhibits and conferences:

Annual international "Medicine for You" exhibit of the Ministry of Public Health and the Medical Industry of Russia. The third international "Medicine for You" exhibit will be held in Moscow at the Sokol'niki Cultural Exhibition Complex on June 3 through 9, 1996.

### 3.1.6. "Medicine for You" computer network.

Connects more than 1500 users, including more than 250 pharmacies of the city of Moscow, as well as treatment, scientific, commercial and other institutions.

## 3.2. Substantive Conception of the MFY IIS

### 3.2.1. The dissemination of general information.

Occurs by way of all information media of the "Medicine for You" Integrated Information System. In this process, the proportion of information related to medicine in the MFY IIS as a whole amounts to about 40% (including official information of the public health and sanitation and epidemiological inspection agencies, news of medical science and advertising). The rest is made up of materials on social subjects, entertainment, materials on art and culture, history, humor, useful advice, astrological predictions, etc.

### 3.2.2. The dissemination of special medical information.

Occurs by way of the information media intended for specialists: the newspaper *Medicine for You Journal* [Vestnik "Meditsina dlya Vas"] - the official organ of the Ministry of Public Health and the Medical Industry of Russia, the "Medicine for You" global computer network, specialized exhibits and seminars.

Materials devoted to various regions occupy a prominent place among the publications of the information media of the "Medicine for You" Integrated Information System.

Representatives of the regions of Russia have the opportunity to discuss achievements and share working experience and also to carry on disputes with colleagues who are representatives of other territories. For example, after the expansion of the listening area for the "Medicine for You" Radio (due to the connection of two transmitters operating in the HF band), a daily radio program "Region Hour" with the presentation of a word to the supervisors of territorial compulsory medical insurance, public health, sanitation and epidemiological inspection and other agencies is planned for the development of established practical work.

### 3.3. Some Examples of the Operation of the MFY IIS

The "Medicine for You" Integrated Information System has been used for a number of years in conducting informational and educational campaigns. Such campaigns have included the following: "Control of the cholera epidemic in Dagestan and the prevention of cholera" in 1994, "Control of the diphtheria epidemic in Russia and vaccination prevention of diphtheria" in 1994, "Control of the poliomyelitis epidemic in the Chechen Republic and vaccination prevention of poliomyelitis" in 1995, "Medical aid during combat operations in the Chechen Republic and the restoration of the public health system of the Chechen Republic" in 1995, "Emergency and systematic medical assistance to casualties during the earthquake in Neftegorsk" in 1995, "The Implementation of the compulsory medical insurance system in the city of Moscow" in 1995, and many others.

In addition, the "Medicine for You" complex is being used effectively for the realization of informational aspects of federal medical programs (such as the "Family Planning" and "Children of the North" sub-programs of the "Children of Russia" Presidential Program) and also in the operation of the combined press service of the Russian Federation Ministry of Public Health and the Medical Industry and the Russian Federation State Sanitation and Epidemiological Inspection Committee.

One of the latest examples of the successful use of the "Medicine for You" Integrated Information System is the organization of an information campaign in regard to the National Immunization Days for vaccination against poliomyelitis during the period from February 20 up to the time this document was written.

## 4. PATHS FOR THE DEVELOPMENT OF THE MFY IIS

In the light of the concept for the "Medicine for You" Integrated Information System as a whole, the development of this system will proceed in several directions:

### 4.1. The development of the integral system information media.

This will make it possible not only to expand the volume of information which can be delivered by way of the system information media but to expand significantly the range of "friendly" information media which provide their informational capacities on a barter basis.

Hence the following is planned by the end of April, 1996:

4.1.1. An increase in the air time and an expansion in the coverage zone for "Medicine for You" Radio.

The air time will be expanded to 16 hours a day (from 7:00 a.m. to 11:00 p.m.) at the beginning of May, 1996.

During April - May, 1996, broadcasting to Moscow and its immediate environs in the ultrashort wave band (or in the FM band) is being added to the broadcasts to the same zone in the MF band; broadcasting to Central Russia, Ukraine, Belorussia and Primor'ye (a total of 48 territories of Russia) in the HF band is also being added.

More detailed information is presented in the "Medicine for You" radio station plan and the manual for the main center for the control of radio broadcasting networks and point-to-point radio communications (see Annexes 1 and 2).

4.1.2. An increase in the air time on channel 4.

A five-minute segment devoted to medicine and related fields is planned for daily broadcast at 8:00 a.m. beginning April 29, 1996.

4.1.3. Expansion of the air time on channel "2x2."

A transition to telecasts of the "Be Healthy!" television program five times a week is planned for the immediate future.

4.2. Expansion of the range of information media included in the system of relationships developed around the "Medicine for You" Integrated Information System.

In the light of the additional capabilities obtained with the expansion of the broadcast time and the improvement of the quality of "Medicine for You" Radio (the enlargement of the listening area with the use of HF transmitters), a number of the most authoritative mass information media can be recruited for collaboration. In particular, such publications as *Rossiyskiye vesti*, *Rossiyskaya gazeta*, *Izvestiya*, *Trud*, *Komsomol'skaya pravda*, *Segodnya*, *Nezavisimaya gazeta*, *Pravda*, *Moskovskaya pravda*, etc., could regularly obtain television and radio air time (in this connection, the state MEDICINE FOR YOUR enterprise is prepared not only to accommodate their materials on the air but also to produce these materials) in exchange for space in their respective publications. The commercial rates for the respective services will form the basis for their mutual accounts.

This kind of interaction would make it possible to have newspaper space belonging to the "Medicine for You" Integrated Information System in each of the publications in question and to expand significantly the range of information media of the MFY IIS.

An illustration of the capability of an expanded version of the MFY IIS is a situation in which, for example, when it is necessary to conduct an information campaign, the same (in regard to subject and idea, but not the same in form) material is disseminated according to a planned schedule (perhaps even on the same day!) in television programs on channel "2x2" and channel 4, on Beacon Radio, on "Medicine for You" Radio and in the newspapers *Segodnya*, *Rossiyskiye vesti*, *Izvestiya*, *Trud*, etc., and becomes the property of broad strata of society in all the regions of Russia.

4.3. The development of integrated communications between individual information media of the "Medicine for You" Integrated Information System in connection with the creation of the combined interdepartmental council of the MFY IIS (see below) could increase the opportunities for conducting information campaigns.

4.4. The development of a regional section of the "Medicine for You" Integrated Information System in the form of a similarly organized complex of television and radio programs, materials in the press, etc., existing at local (territorial) information media. Hence the MFY IIS as a whole will include both "central" and "regional" complexes of mass information media with unified control.

In this system, the regional complex of information media:

4.4.1. Receives recommendations from the management of the "Medicine for You" Integrated Information System on the conduct of information operations, coordinates materials and approves a topical plan.

4.4.2. Receives materials for distribution from the management of the MFY IIS.

4.4.3. Distributes the materials produced in "its own" region to the regional information media in other regions and materials from other regions to "its own" information media.

4.5. The development of the "Medicine for You" Integrated Information System within the Commonwealth of Independent States.

At the sixth conference of public health ministers of the CIS countries in February, 1996, a resolution was adopted concerning the inclusion of the issue of the development of a "Medicine for You" Integrated Information System for the CIS countries on the agenda for the seventh conference, which will be held in Kirghizia in September, 1996.

4.6. The program for the development of the "Medicine for You" Integrated Information System.

Under the condition of adequate financing and the preservation of current capabilities for the mobilization of television and radio broadcast time, the following stages for the development of the MFY IIS are possible:

4.6.1. By July 1, 1996:

- the development of the "Medicine for You" radio station: the expansion of broadcasts to 48 territories of the Russian Federation (in the HF band);
- the expansion of television broadcasting on channel 4: the start-up of production of the "Let's Talk About Health" television program;
- the establishment of a barter system with the main printed publications (air time for newspaper space);
- participation in the competition to receive broadcast rights in the FM band (including frequency development);

4.6.2. By November 1, 1996:

- the start-up of broadcasting in the ultrashort wave or FM band;
- the initiation of the transition of the system to self-support: the allocation of funds for development (including the start-up of broadcasting on the ORT television channel) - from profits obtained from the operations of the "Medicine for You" Integrated Information System;

4.6.3. By December 31, 1998: the transition of the system to self-support.

## 5. CONTROL OF THE MFY IIS

5.1. The control of the "Medicine for You" Integrated Information System, as an important tool for the information policy of the state, should be based on the following principles:

5.1.1. Collective decision making.

5.1.2. Priority of the Ministry of Public Health and the Medical Industry of Russia in making final decisions (as the agency with the responsibility for conducting state policy in the field of the dissemination of medical and social information).

5.2. The combined interdepartmental council of the MFY IIS (CIC MFY IIS) is to be the controlling agency of the MFY IIS.

The functions of the CIC MFY IIS are as follows:

5.2.1. The coordination of the activities of the "Medicine for You" Integrated Information System in accordance with the information policy of the President and the government of the Russian Federation.

5.2.2. The development (including coordination among interested participants of the CIC MFY IIS) and adoption of resolutions.

5.2.3. The monitoring of the execution of the resolutions adopted.

5.2.4. Management, methodological, conceptual and other necessary support for the "Medicine for You" Integrated Information System.

5.3. The makeup of the CIC MFY IIS.

The formation of the combined interdepartmental council of the "Medicine for You" Integrated Information System is to be based on the following principles:

5.3.1. Representation of the main departments and agencies of executive authority involved with medicine, health care, sanitation and epidemiological welfare, etc. - both federal and territorial.

5.3.2. Representation of the other agencies concerned (the Ministry for Social Protection, the State Pension Fund, the Federal Television and Radio Service, etc.).

5.3.3. The managers of the best-known and most influential mass information media (newspapers, magazines, television stations, etc.).

5.3.4. Representatives of the State Duma, the medical community and the general public.

5.3.5. Public figures in the arts and cultural figures.

5.3.6. Representatives of the structures participating in the financing of the "Medicine for You" Integrated Information System.

## 6. FEASIBILITY STUDY OF THE OPERATIONS OF THE MFY IIS

6.1. Cost of the Project.

The content of the "Medicine for You" Integrated Information System as a whole at present costs more than 2.5 billion rubles a month. However, taking into account the effectiveness of the operation of the MFY IIS as a complex of carriers of advertising, a significant portion of the expenses is covered by funds raised from advertisers and others concerned with the distribution of information.

For the development of the "Medicine for You" Integrated Information System to the optimum condition (see item 4.2.), it is necessary to increase the volume of television and radio broadcasting for increasing the opportunity to disseminate information by means of existing information media and for recruiting the informational capacities of other information media (such as the newspapers indicated in item 4.2.) on a barter basis.

For expanding the volumes of broadcasting and the coverage area, it is also necessary to raise at least 700 million rubles a month. This money is needed for:

6.1.1. The production of television programs and the distribution of 30 television programs on television channel 4 (in addition to the programs being produced).

6.1.2. Payment for radio transmitters broadcasting to Moscow and 48 (!) territories of the Russian Federation (information is attached) and the production of programs for setting up round-the-clock broadcasting.

6.2. Financial Self-Support of the Project. In the light of the self-support of the "Medicine for You" Integrated Information System as a whole, one can state with assurance that after the expansion of its capabilities, the system will become economically profitable. However, for the development of the project at present, it must be subsidized for a short time in the amount indicated above (700 million rubles a month). According to the calculations which have been performed, the requirement for the subsidy will decrease to 500 million rubles a month by the

end of 1996, and the need for the subsidy will drop to 200 million rubles a month by the end of 1997 (at the price levels of April, 1996). By the middle of 1998, the system should be fully self-supporting due to the funds raised from advertisers and other sources.

### 6.3. Possible Sources of Funds.

6.3.1. In the light of the fact that 26 territories of the Russian Federation are located within the television viewing area (Central Russia), 89 territories of the Russian Federation are located in the listening area of Beacon and Radio-1 radio, and 48 territories are located in the listening area of "Medicine for You" radio (in the new, expanded version), the necessary funds can be raised from the territorial compulsory medical insurance funds.

Specifically:

- the 89 territories could allocate an average of 6 million rubles a month, receiving the following informational support: reporting of their activities on Beacon or Radio-1 radio, the necessary number of copies of the *Medicine for You Journal* and *Medicine for You* newspapers, work in the Medicine for You global computer network and also participation in "Medicine for You" exhibits and seminars conducted under the rubric of the "Medicine for You" Integrated Information System;
- the 48 territories could allocate an additional 5 million rubles a month and receive additional support in the form of more detailed problem segments or reports on "Medicine for You" radio;
- the 26 territories could allocate 10 million rubles a month each in addition to the two items above, receiving informational support in the form of television reports discussing their activities;
- the Moscow region could allocate an additional 30 million rubles a month, receiving, in addition to the informational support indicated above, more substantial support from all the information media of the "Medicine for You" Integrated Information System, on television channel "2x2" and Moscow Radio, and including telephone information for the "Medicine for You" public.

6.3.2. The involvement of other interested federal agencies (see above) as project participants would also make it possible to raise some funds.

For example, the involvement of 5 concerned agencies, each of which could allocate 10 - 20 million rubles a month, would produce more than 50 million rubles.

6.3.3. Funds from interested commercial structures as sponsors. Preliminary negotiations have indicated the possibility of raising funds in the amount of at least 50 million rubles a month from commercial structures, professional associations, etc.

6.3.4. Budget and off-budget funds of the Ministry of Public Health and the Medical Industry of Russia. According to preliminary estimates, up to 100 million rubles a month.

6.3.5. Funds from the Federal Compulsory Medical Insurance Fund (up to 200 million rubles a month).

In the event that all the possibilities indicated are brought to bear at the same time, it will be possible to reduce the amount of the investment by each of them.

It is clearly advisable to adopt the special program for "The development of the 'Medicine for You' Integrated Information System," which will be the basis for the participation of interested organizations (including territorial compulsory medical insurance funds) in the

financing of this project.

General Director of the  
State "Medicine for You" Enterprise  
of the Ministry of Public Health

and the Medical Industry of Russia N. G. Ignatov

Annexes:

1. "Medicine for You" Radio Station Plan.
2. Manual of main radio broadcast network control center.
3. The composition of the combined interdepartmental council of the "Medicine for You" Integrated Information System (as of April 29, 1996).