**Summary**

Review of literature is devoted to issues of importance in informative and communicative technologies as part of modern health care development. Some of the important areas of informative and communicative technologies application are presented in practical public health: remote monitoring of key vital functions of the organism, telemedicine consultation, control and security of home rehabilitation, primary and secondary disease prevention and early disease diagnostics support, preventive telemedicine monitoring, the support system of medical deci-sions. Convincing data on higher “clinical efficiency” and effectiveness of the service, effective protection of public health in young and elderly patients, social and economic benefits, improved life quality, reducing number of hospitalizations and complications, adverse outcomes due to using informative and communicative technologies in medicine, is presented. Significant increase of therapy compliance, increase of public awareness in the present pathology for the purpose of active disease management, as well as patients’ satisfaction in quality of health care through personalized communications with doctors are justified.

**Key words**

Informative and communicative technologies (ICT), patients’ deciding, compliance, therapeutic training.