



Nova era za zdravstvo u Crnoj Gori: telemedicina, turizam i tehnologija

A New Era for Health in Montenegro: Telemedicine, Tourism, and Technology

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A New Era for Health in Montenegro: Telemedicine, Tourism, and Technology**

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Novi Zakon o zdravstvenoj zaštiti stupio je na snagu 14.08.2025. godine. Cilj donošenja novog zakona jeste da se na ovaj način postavi pravni okvir koji će omogućiti sveobuhvatnu reformu zdravstvenog sistema Crne Gore kroz usklađivanje sa savremenim standardima i pravnom tekovinom Evropske Unije. Zakonom se između ostalog prvi put u crnogorsko zakonodavstvo uvodi telemedicina kao vid pružanja zdravstvenih usluga na daljinu.

Dodatno, novi zakonski okvir otvara prostor i pruža podsticaje za razvoj poslovnih prilika kroz unapređenje zdravstvenog turizma, stvarajući osnov za privlačenje investicija. Pored navedenog novi Zakon reguliše i pitanje korišćenja novih zdravstvenih tehnologija, koje obuhvataju i estetske minimalno invazivne metode.

The new Law on Health Care entered into force on August 14, 2025. The purpose of enacting this law is to establish a legal framework that will enable a comprehensive reform of Montenegro's health care system through alignment with modern standards and the legal acquis of the European Union. For the first time in Montenegro, the Law introduces, among other provisions, telemedicine as a form of providing health care services remotely.

Additionally, the new legal framework creates opportunities and provides incentives for the development of business activities through the enhancement of health tourism, thereby establishing a basis for attracting investments. In addition, the new Law regulates the use of new health technologies, which also encompass minimally invasive aesthetic procedures.

Uvođenje telemedicine u zdravstveni system

Telemedicina podrazumijeva pružanje medicinskih usluga upotrebom elektronskih komunikacija i softvera za pružanje medicinskih usluga na daljinu bez ličnog prisustva pacijenta, kao i drugih softverskih platformi i informacionih sistema.

Uvođenjem mogućnosti pružanja zdravstvenih usluga putem telemedicine obezbjeđuje se zdravstvena zaštita čak i u situacijama kada se zdravstveni radnik i pacijent ili dva zdravstvena radnika ne nalaze na istoj lokaciji. Ovdje se prevashodno podrazumijevaju usluge praćenja zdravstvenog stanja pacijenta na daljinu, konsultativne zdravstvene usluge, preventivna djelatnost u zdravstvu, dijagnostički i terapijski postupke.

Zdravstveni radnici će pružati zdravstvene usluge na osnovu podataka o zdravstvenom stanju pacijenta koji su dostupni putem informaciono-komunikacionih tehnologija, a uz prethodnu saglasnost pacijenta.

Introduction of telemedicine into the health care system

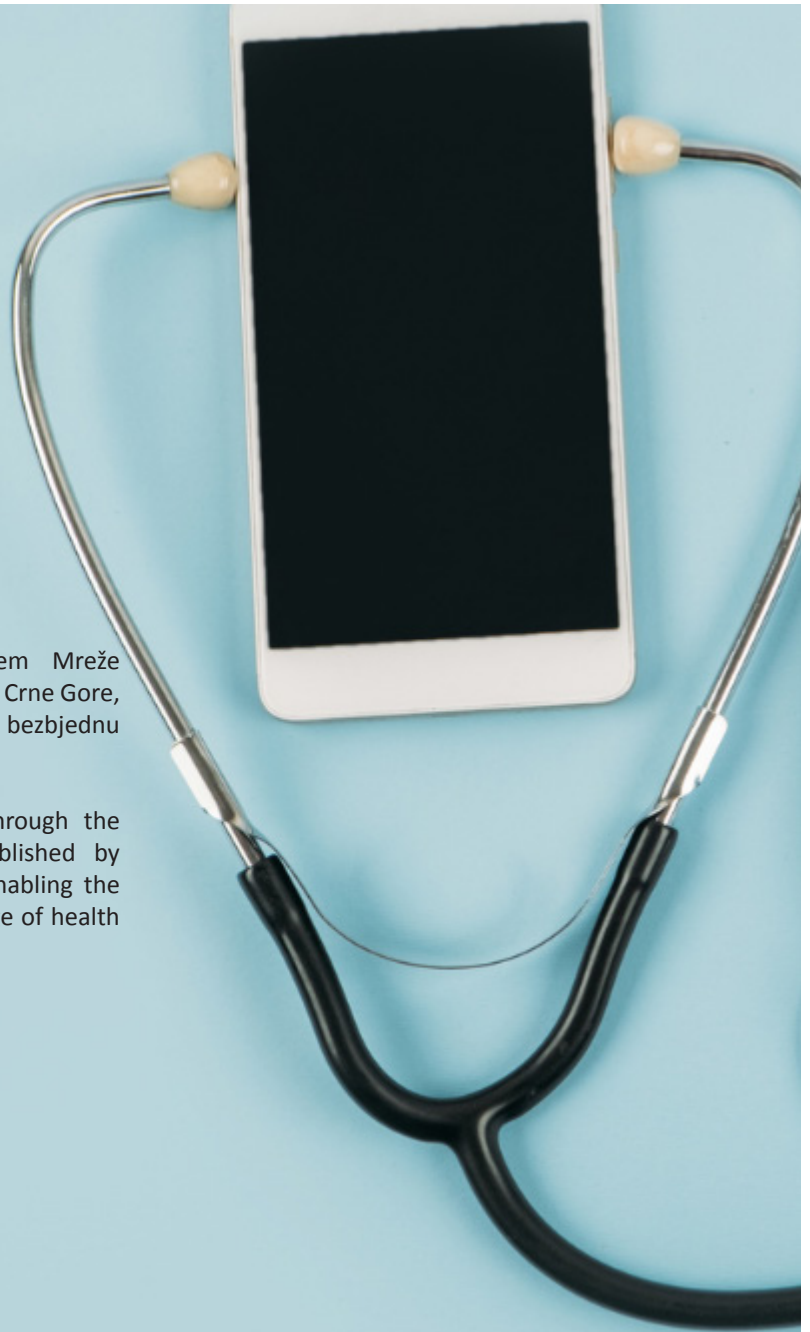
Telemedicine entails the provision of medical services through the use of electronic communications and software for delivering health care remotely, without the physical presence of the patient, as well as through other software platforms and information systems.

By introducing the possibility of providing health care services via telemedicine, access to health care is ensured even in situations where a health care professional and a patient, or two health care professionals, are not located in the same place. This primarily includes services such as remote monitoring of a patient's health condition, consultative medical services, preventive health activities, as well as diagnostic and therapeutic procedures.

Health care professionals will provide medical services based on the health data of the patient, which are available through information and communication technologies, and with the prior consent of the patient.

Usluge telemedicine će se pružati putem Mreže telemedicinskih sredstava koju utvrđuje Vlada Crne Gore, čime će se omogućiti stvaranje uslova za bezbjednu razmjenu zdravstvenih podataka.

Telemedicine services shall be provided through the Network of Telemedicine Resources, established by the Government of Montenegro, thereby enabling the creation of conditions for the secure exchange of health data.



Pravni okvir za razvoj zdravstvenog turizma

Novim Zakonom se uvode i nove mogućnosti za investitore i investicije u oblasti zdravstvenog turizma. Takođe, omogućava se poslovanje kroz model prirodnog lječilišta koje predstavlja zdravstvenu ustanovu koja obavlja liječenje i medicinsku rehabilitaciju uz korišćenje prirodnog ljekovitog faktora u liječenju (termalna voda, morska voda, blato, pijesak, peloidi, naftalan, klima i dr.). Zakon reguliše mogućnost pružanja usluga zdravstvene zaštite u vidu zdravstvenog turizma u ugostiteljskim objektima. Usluge zdravstvenog turizma obuhvataju konsultacije, dijagnostičke, terapijske ili hirurške postupke, zdravstvenu njegu, stomatološke zdravstvene usluge i usluge fizikalne medicine i medicinske rehabilitacije uz mogućnost korišćenja prirodnog ljekovitog faktora, kao i usluge medicinskog wellness-a, radi očuvanja i unapređenja fizičkog i mentalnog zdravlja pojedinca i zaštitu javnog zdravlja. Medicinski wellness podrazumijeva ciljani program za očuvanje i unapređenje sveukupnog zdravlja i kvaliteta života koji obuhvata primjenu preventivnih, medicinskih i dijagnostičkih postupaka i postupaka medicinske rehabilitacije.

Legal framework for the development of health tourism

The new Law also introduces new opportunities for investors and investments in the field of health tourism. It enables operations through the model of a natural spa, which is a health care institution that provides treatment and medical rehabilitation using a natural healing factor in therapy (such as thermal water, seawater, mud, sand, peloids, naftalan, climate, etc.). The Law regulates the provision of health care services in the form of health tourism within hospitality facilities. Health tourism services include consultations, diagnostic, therapeutic, or surgical procedures, health care services, dental care services, and services in physical medicine and medical rehabilitation, with the possibility of using a natural healing factor, as well as medical wellness services aimed at maintaining and improving the physical and mental health of individuals and protecting public health. Medical wellness is understood as a targeted program for preserving and enhancing overall health and quality of life, encompassing the application of preventive, medical, and diagnostic procedures, as well as medical rehabilitation procedures.

Upotreba novih zdravstvenih tehnologija

Otkrivanje i sprečavanje bolesti, te liječenje i rehabilitacija pacijenata, kao i vršenje biomedicinskih istraživanja kroz primjenu novih tehnologija omogućeno je na osnovu pribavljanja dozvole za njihovu upotrebu od strane zdravstvene ustanove.

Riječ je o zdravstvenim tehnologijama koje se prvi put uvode na određenom nivou zdravstvene zaštite u zdravstvenoj ustanovi ili tehnologija koja se prvi put koristi uopšte u zdravstvenoj ustanovi, pri čemu je neophodno pribaviti saglasnost pacijenta za njihovu primjenu. Pod novim zdravstvenim tehnologijama podrazumijevaju se i estetske minimalno invazivne nehirurške metode "antiage" medicine glave i vrata. Navedene metode podrazumijevaju prevenciju, dijagnostiku, liječenje i rehabilitaciju promjena koje nastaju kao posljedica starenja. Dodatno se odnose i na metode čijom primjenom se blagotvorno utiče na zdravlje i fizički izgled. Da bi obavljali estetske minimalno invazivne metode, doktori moraju posjedovati sertifikat o završenoj edukaciji za obavljanje ovih metoda.

Use of New Health Technologies

The detection and prevention of diseases, as well as the treatment and rehabilitation of patients, and the conduct of biomedical research through the application of new technologies, are permitted on the basis of obtaining authorization for their use by the health care institution.

These include health technologies that are being introduced for the first time at a certain level of health care within a health care institution, or technologies that are being used for the first time at all within the institution, and their application requires the patient's prior consent. New health technologies also include minimally invasive aesthetic non-surgical "anti-age" methods for the head and neck. These methods cover the prevention, diagnosis, treatment, and rehabilitation of changes resulting from aging. Additionally, they encompass procedures that beneficially affect health and physical appearance. In order to perform minimally invasive aesthetic procedures, physicians must hold a certificate confirming completion of the relevant training.

Smatramo da će uspješna implementacija Zakona doprinijeti spajanju tradicionalne zdravstvene prakse i modernih evropskih standarda, čime bi se povećala dostupnost i kvalitet zdravstvene zaštite u Crnoj Gori. Novi pravni okvir nudi mogućnost zdravstvenim ustanovama da sprovode preciznije dijagnostičke postupake i efikasnije liječenje.

S druge strane, pruža se prilika za podsticanje investicija u oblasti zdravstvenog turizma čime će se podstaći jačanje konkurentnosti Crne Gore kako na regionalnom, tako i na međunarodnom tržištu. Međutim, neophodno je ukazati da je za ostvarenje pozitivnih efekata usvajanja novog Zakona potrebna i jaka institucionalna podrška i digitalna infrastruktura.

We consider that the successful implementation of the Law will contribute to the integration of traditional health care practices with modern European standards, thereby increasing the accessibility and quality of health care in Montenegro. The new legal framework provides health care institutions with the possibility to carry out more precise diagnostic procedures and more effective treatment.

On the other hand, this offers an opportunity to stimulate investments in the field of health tourism, thereby promoting the strengthening of Montenegro's competitiveness both regionally and internationally. However, it should be noted that the achievement of the positive effects of the adoption of new Law also requires strong institutional support and robust digital infrastructure.

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