

MODERN PARADIGM OF MANAGEMENT OF HEALTH CARE MANAGEMENT IN THE CONDITIONS OF MEDICAL REFORM

The article analyzes the management of a healthcare facility in the reform process, clarifies the financial, economic and legal issues of health care reform and the effective functioning of health care facilities.

The author proposes a logical model of the reconciliation of economic means and directions of work of a medical institution, which is based on the adherence to the balanced triangle of actions «service - supplier – customer».

Emphasis is placed on the transformation of the healthcare system, which is currently being implemented by the Ministry of Health of Ukraine, which in turn provides for improving the quality and accessibility of medical care through the effective use of limited financial, material, labor and other health care resources in the face of rapidly growing competition in the market of medical services.

Requirements for candidates for management positions in medical institutions are considered, and new knowledge and requirements that the heads of medical institutions in Ukraine must possess are highlighted. It has been found that the main criterion for marketing a medical institution, in a market economy, is competition with quality.

Until recently, the health care system was dominated by administrative management methods, which, against a backdrop of funding, became the basis for extensive development of healthcare facilities.

In a market economy, this path of development has exhausted its potential, since a system that practically does not use economic levers, tools and incentives to find new types of medical institutions, alternative forms of methodological assistance, improving the quality of specialized services, etc., forms the basis for increasing imbalances and increasing medical, social and, ultimately, economic losses.

The most striking manifestation of new trends in the management of health care institutions is the emergence of private organizations with their own peculiarities. They differ from public institutions with more flexible management, freedom to make managerial and financial decisions.

However, whichever type of institution the health care institution does not belong to, the prerequisite for its existence is the active use of a system of effective management methods adapted to the specifics of health care as an object of economic regulation.

Keywords: health care institutions, economic management, management mechanism.

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