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СТРАТЕГІЧНА МОДЕЛЬ РОЗВИТКУ ЗАКЛАДУ ВИЩОЇ МЕДИЧНОЇ ОСВІТИ

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СТРАТЕГИЧЕСКАЯ МОДЕЛЬ РАЗВИТИЯ УЧРЕЖДЕНИЯ ВЫСШЕГО МЕДИЦИНСКОГО ОБРАЗОВАНИЯ

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STRATEGIC DEVELOPMENT MODEL OF THE HIGHER MEDICAL EDUCATION

National health care system is currently looking for ways out of the crisis and building a new model closer to European standards. And the development of the higher medical education is one of the ways to improve it.

The purpose of this study is to analyze existing and develop new principles for creating a strategy for the development of Ukrainian institutions of higher medical education on the basis of economic efficiency, which can ensure adequate to modern challenges competitiveness of the institution in national and international education markets.

In this paper the issues of strategic development of Ukrainian higher medical education institutions are examined. The author analyzes the factors that influence the choice of educational services. The tools of strategic management of a higher medical education institution are considered as a key one to ensure the optimal functioning and sustainable development of the institution. The main types of activity of the institution of higher medical education, which should be covered by strategic management, are defined and the basic stages of development strategy development are characterized.

The article emphasizes the development of the strategic potential of the institution of higher medical education. A key element of strategic management of the institution of higher medical education is the support and development of its strategic potential, which should ensure adaptability, mobility, managerial flexibility, and focus on the realization of competitive advantages.

The model of strategic management of the institution of higher medical education, and also the model of strategic development of this institution is offered. Formation of this models has a clear algorithm, which begins with the recognition of its management dissatisfaction with the current situation and the presence of a number of problems both in the institution and in its management.

The conditions of development of the institution of higher medical education are investigated. Author emphasizes on the most effective tools for creating a higher education institution development strategy are PEST and SWOT analysis, which take into account complete and systematic information on strengths and weaknesses, favorable factors, risks and potential threats based on the analysis of internal and external factors.

Keywords: institution of higher medical education; quality of education; strategic management; strategy of development of institution of higher medical education; educational services.

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