

Андрій Роговий, Максим Дубина, Тетяна Забаштанська

**СТРАТЕГІЧНІ ПРІОРИТЕТИ РОЗВИТКУ СФЕРИ ОХОРОНИ ЗДОРОВ'Я
В УКРАЇНІ: ФІНАНСОВІ АСПЕКТИ**

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**СТРАТЕГИЧЕСКИЕ ПРИОРИТЕТЫ РАЗВИТИЯ СФЕРЫ
ЗДРАВООХРАНЕНИЯ В УКРАИНЕ: ФИНАНСОВЫЕ АСПЕКТЫ**

Andrii Rogovyi, Maksym Dubyna, Tatiana Zabashtanska

**STRATEGIC PRIORITIES OF HEALTHCARE DEVELOPMENT
IN UKRAINE: FINANCIAL ASPECTS**

The article analyzes the current state and prospects of health care development in Ukraine. The role of financial support in ensuring the possibility of effective functioning of the health care sector, providing quality medical services to the population has been determined. A comparative analysis of public funding for health care, grouped factors of stimulating and limiting impact on its volume. It is determined that among the key strategic priorities for the development of health care is ensuring the quality of medical services while ensuring their accessibility to all segments of the population. It is substantiated that ensuring high quality and accessibility of medical services is in the plane of adequate financial support of the industry, which will ensure the retention of staff and their skills, the introduction of appropriate innovative technologies aimed at increasing life expectancy, reducing the number and duration of diseases, and increasing the productivity of employees.

It is established that at present in the world practice of most countries among the main sources of funding for health care are such as: budget funding, voluntary contributions of individuals and legal entities, payment for private medical institutions, financial resources of voluntary health insurance funds. It is emphasized that in domestic conditions it is considered unlikely to expect an increase in the amount of financial support for health care without a real increase in the pace of development of the national economy.

It is proved that the limited financial capacity of the state in modern conditions highlights the need to find new financial instruments for the development of financial support for health care, in-depth study of the possibility of introducing compulsory health insurance.

It is proved that solving the global issue of providing a qualitatively new approach to the functioning and development of health care will ensure the preservation of human capital, contribute to the accumulation of labor potential, reduce the social burden on budgets, form the foundation for strengthening the competitive economy and rising living standards.

Keywords: health care, strategic priorities, finances; financial resources; financial support; financial leverage, digital economy.

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Роговий Андрій Віталійович – доктор економічних наук, професор, професор кафедри туризму, Національний університет «Чернігівська політехніка» (вул. Шевченко, 95, м. Чернігів, 14035, Україна).

Роговой Андрей Витальевич – доктор экономических наук, профессор, профессор кафедры туризма, Национальный университет «Черниговская политехника» (ул. Шевченко, 95, г. Чернигов, 14035, Украина).

Rogovyi Andrii – Doctor of Economics, Professor, Professor of Department of Tourism, Chernihiv Polytechnic National University (95 Shevchenko Str., 14035 Chernihiv, Ukraine).

E-mail: rogovoy1976@ukr.net

ORCID: <https://orcid.org/0000-0001-5445-214X>

ResearcherID: F-7319-2016

Дубина Максим Вікторович – доктор економічних наук, професор, завідувач кафедри фінансів, банківської справи та страхування, Національний університет «Чернігівська політехніка» (вул. Шевченка, 95, м. Чернігів, 14035, Україна).

Дубина Максим Вікторович – доктор экономических наук, профессор, заведующий кафедрой финансов, банковского дела и страхования, Национальный университет «Черниговская политехника» (ул. Шевченко, 95, г. Чернигов, 14035, Украина).

Dubyna Maksym – Doctor of Economics, Professor, Head of Department of Finance, Banking and Insurance, Chernihiv Polytechnic National University (95 Shevchenko Str., 14035 Chernihiv, Ukraine).

E-mail: maksim-32@ukr.net

ORCID: <http://orcid.org/0000-0002-5305-7815>

ResearcherID: F-3291-2014

Забаштанська Тетяна Володимирівна – кандидат економічних наук, доцент, доцент кафедри маркетингу, PR-технологій та логістики, Національний університет «Чернігівська політехніка» (вул. Шевченко, 95, м. Чернігів, 14035, Україна).

Забаштанская Татьяна Владимировна – кандидат экономических наук, доцент, доцент кафедры маркетинга, PR-технологий и логистики, Национальный университет «Черниговская политехника» (ул. Шевченко, 95, г. Чернигов, 14035, Украина).

Zabashtanska Tatiana - Candidate of Economic Sciences, Associate Professor, Associate Professor of Marketing, PR-Technology and Logistics, Chernihiv Polytechnic National University (95 Shevchenko Str., 14035 Chernihiv, Ukraine).

E-mail: tamza.cn@gmail.com

ORCID: <http://orcid.org/0000-0002-5086-3651>

ResearcherID: M-4471-2014