

OPTIMIZATION OF THE SYSTEM OF SECONDARY AMBULATORY CARE INSTITUTIONS THROUGH THE INTRODUCTION OF PUBLIC-PRIVATE PARTNERSHIP MECHANISMS

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Abstract

Introduction. The current problem of the domestic health care system is to increase the availability and effectiveness of medical care provided in communal consultative-diagnostic centers (KCTS).

The purpose of the research: to substantiate expediency of optimization of the system of communal consulting and diagnostic centers on the basis of the introduction of mechanisms of public-private partnership (PPP).

Materials and methods. The research is carried out using the method of system approach and analysis. The information base for its realization was the scientific work of specialists in the organization and management of health care, regulatory documents on the problem, as well as the results of their own research.

Research results. The results of the comprehensive medical and social analysis of the state of the organization of medical care in the existing communal KDCs, obtained on the basis of official statistical reporting, sociological surveys of patients and doctors of KCC, experts' assessments and SWOT analysis, showed unsatisfactory financing and material and technical equipment of the KCC, inconsistency of quality of medical care in the KDC, the modern needs of the population, the inability of the current model of KDC to provide medical, social and economic efficiency, which necessitates the search the ways of development and improvement of activity of consulting and diagnostic centers.

System analysis of domestic and foreign literature has shown that the prospect of the development of municipal KDCs is the formation of their new organizational model with the economic mechanism on the principles of PPP. In order to move the system to the principles of PPP in Ukraine there is an institutional base, which is represented by two laws.

The article shows the directions of PPP development in health care and the prospects and advantages of its implementation. Defined external and internal conditions for the development of PPP, practical measures are needed to implement PPP in the system of consulting and diagnostic service.

Conclusions The prospect of development of consulting and diagnostic assistance is the formation of its new organizational model with the economic mechanism on the principles of PPP.

Key words: consulting and diagnostic assistance, public-private partnership.

Introduction. In Ukraine, according to the WHO in 2012 [2], the burden of disease was 21727 years of life lost as a result of premature mortality and disability per 100,000 population. In the structure of the burden of disease, the first place with a specific gravity of more than 80.4% was occupied by non-infectious diseases.

In such conditions, the role of state and communal diagnostic and medical institutions of secondary outpatient care (consultative and diagnostic centers of centers) (KDC), the main task of which is early diagnosis of diseases, is growing.

It should be noted that the system of state and communal outpatient clinics of the secondary level, which receives medical care more than 80.0% of the population, has a number of factors hindering its development. This is insufficient funding and material and technical equipment, poor provision with modern diagnostic equipment and a shortage of modern medical technologies [3, 4]. The improvement of outpatient-polyclinic care of the secondary level in order to improve its quality, accessibility, adequacy, as well as the development of new approaches to optimizing its structure are difficult tasks.

One of the significant organizational and technological aspects of further improving the availability and efficiency of medical care in consultative diagnostic centers is the modernization of their activities through the introduction of public-private partnership mechanisms (PPP). The attraction of private capital to the medical sector today is a global trend [1, 7]. The PPP is an effective tool for addressing a number of important socio-economic challenges. PPP mechanisms provide legal and economic independence to health care institutions, their economic sustainability, the quality of health care provided and the availability of high-cost treatments [2].

The purpose of the study is to substantiate the need to optimize the system of secondary ambulatory care institutions through the introduction of public-private partnership mechanisms (PPP).

Materials and methods. The research is carried out using the method of system approach and analysis. The information base for its implementation was the scientific work of foreign and domestic specialists in the organization and management of health care, regulatory documents on the problem, as well as the results of their own research.

Research results

In order to determine the effectiveness of the system of secondary ambulatory care institutions in Kyiv, a comprehensive analysis of their activities and material and technical provision for the period 2015-2017 was carried out on the basis of official statistical reporting materials, the results of a sociological survey of patients and doctors of the KCC, experts' assessments and SWOT analysis.

The conducted research allowed to critically evaluate the condition of the studied objects and conclude that there is insufficient funding and material and technical equipment of the KCC, the inadequacy of the existing medical care system in the KDC for the current needs of the population, the impossibility of the existing model of KDC and its management apparatus to ensure the medical, social and economic efficiency of the institutions.

The results of the obtained comprehensive medical and social characteristics of the state of the organization of medical care in the existing municipal communal services showed the need to find ways to develop and improve their activities.

The systematic analysis of data from domestic and foreign literature showed that the prospect of the development of communal KDCs is the formation of its new organizational model with the economic mechanism through the introduction of the principles of communal and private partnership.

The PPP is an institutional relationship between the state and business entities, in which the state and business entities act together to provide services, have the same understanding of the goals and ways of cooperation. PPP is one of the most promising forms of interaction in the healthcare economy, which allows for the efficient use of resources [8].

The institutional framework of Ukraine on general issues of interaction between the state and business entities is represented by the following laws:

Law of Ukraine dated July 1, 2010 No. 2404-VI "On Public-Private Partnership" [5].

Law of Ukraine dated November 24, 2015, No. 817-VIII "On Amendments to Certain Laws of Ukraine Regarding the Elimination of Regulatory Barriers for the Development of Public-Private Partnerships and Stimulating Investments in Ukraine" [6].

In order to ensure effective interaction between the state and business in solving issues aimed at sustainable socio-economic development of the public health system, the main goal is to formulate state policy and legal regulation of relations in the field of PPP formation, elaboration and implementation of PPP projects in public health .

The tasks and indicative indicators of development of this direction are as follows:

- definition of priority directions of use of mechanisms of public-private partnership in the field of consulting and diagnostic assistance to the population of large cities;
- creation of conditions for the application of PPP mechanisms in the implementation of targeted programs for optimizing the operation of the KCZ system of large cities;
- create conditions for increasing the investment attractiveness of projects that are implemented on the basis of PPP for investors.
- provision at the expense of implementation of PPP in the KCTS system:
- decrease of indicators of mortality of the population from the guided reasons;
- increase of indices of population satisfaction with medical aid.

The prospect of development of public-private partnership in the system of consulting and diagnostic assistance is the development of a modern model of KDC with the mechanisms of PPP. This will contribute to:

- application of innovative technologies of organization of medical-diagnostic process with the involvement of business entities to the introduction of high-tech medical care;
- development of the infrastructure of medical care in the KCC;
- creation of equal conditions for medical departments with different forms of ownership, which in turn will provide additional opportunities for the population to receive high-quality, highly qualified and accessible medical care.

For the effective integration of the interests of the state and business in the form of PPPs, the necessary conditions must be formed.

The external conditions should include:

- introduction of compulsory medical insurance (OHS) as a form of social protection of the interests of the population in health care, which allows to guarantee the citizen free provision of a certain amount of medical services in case of an insured event (violation of the state of health);
- creation of equal competitive opportunities (the nomination of uniform requirements for medical organizations irrespective of their form of ownership, refusal from administrative attachment, realization of the right of choice of a patient by a medical organization);
- Tariff policy (inclusion of all items of expenses in the tariff, one-channel financing at the expense of the OMS, economically justified value of the tariff);

- Distribution of risks between the state and the entrepreneur.

The internal conditions include:

- effective management in the management of resources and costs, monitoring of management accounting in the KCC;
- selection of skilled personnel, creating an attractive environment for employees (organization image, wages, corporate culture formation, advanced training and personnel training, application of psychological trainings and role-playing games);
- availability of modern high-tech equipment and information infrastructure;
- meeting the needs of patients based on improving the quality of medical care and creating an attractive environment (extension of the organization's time, advertising, provision of related services (pharmacy), expanding the range of diagnostic services).

The introduction of PPP in the system of municipal KDC will provide the following benefits:

- successful implementation of a large infrastructure project;
- effective development of the communal KCTS system;
- improvement of the quality of medical services provided to the public by private and public KTS;
- development of innovative forms of financing;
- use of experience and professionalism of the private sector while maintaining state control over assets;
- stimulation of entrepreneurial thinking and introduction of advanced management methods in government bodies;
- development of cooperation and formation of effective relations between business and government.

At the same time, a number of practical measures are necessary to stimulate the development of public-private partnership, in particular:

- development of a strategy for the introduction of PPPs from the point of view of the system approach;
- creation of institutional, legal, economic and organizational basis;
- creation of a coordinating and regulating body;
- training of specialists with professional competence in this field;
- formation of favorable public opinion on the transfer of business functions of ownership and use of objects of state and municipal property.

Taking into account the above, the use of PPP in the KCC system will be able to:

- stabilization of the economic status of the KCC;

- development of high-tech medical care;
- improvement of the regulatory framework;
- targeted training of staff in postgraduate education structures;
- training interns in leading world clinics, creating training centers with the involvement of foreign specialists.

Conclusions. The transition to the use of PPPs in the organization of the work of the system of secondary ambulatory care institutions will improve the situation in the system through the use of additional sources of investment, cost optimization and the creation of conditions for a technological breakthrough and stable development of the MCC, which will improve the quality and availability of medical care.

Thus, the prospect for the development of the system of secondary ambulatory care establishments is the PPP and the formation of a functional and organizational model of CRC on the principles of PPP, which will ensure effective targeted use of resources, quality improvement and availability of medical care.

The results of the study will be used in the future to substantiate the modern model of KDC on the principles of PPP.

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