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TRANSFORMATION OF REGIONAL MARKETS OF MEDICAL SERVICES UNDER THE TERMS OF INSTITUTIONAL REFORMS IN UKRAINE

Summary

At the beginning of the 21st century, the model of organization of health care system in Ukraine is characterized by deep changes. During the last decade, trend of increasing the role of non-state producers of medical services is affirmed. This tendency was a condition for the refusal of state monopolization of medical services and creation of markets for medical services. In the context of territorial principle of provision and consumption of medical services, the actual question is assessing of features of transformational changes in the regional markets for medical services. The purpose of this research is the theoretical assessing of the essence of transformational changes in the system of regional markets for medical services and offering some recommendations for the modernization of regional policy of development of these markets in the future. The methodological basis of the research is systematic methods, statistical, PEST-analysis.

The categories for analysis of the features of regional markets for medical services are defined. Classification of factors that influence of the evolution of regional markets for medical services is improved. On the basis of the system of selected indicators, the conclusion is drawn about the dynamics of changes in them, the behavior of market participants both from the positions of demand and from the positions of the proposal. The directions of improvement of management activity of regional markets for medical services are proposed, in particular: an adaptation activity within established hospitals; the diversification of sources and forms of investment; a development of infrastructure in rural areas; an implementation of marketing technologies; computerization of primary health care facilities.

Keywords: market for medical services; regional policy; regional markets; competition in medicine; paid medical services; reforms.

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