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USE OF ANALYTICAL METHODS OF MANAGEMENT OF HEALTHCARE INSTITUTIONS: PROBLEMS AND PERSPECTIVES

Summary

The objective basis for solving the problem of improving management efficiency is analysis, which is its important function. The analysis provides a systematic review, disclosure and coverage of various aspects or elements of the system of providing medical services, a process or a situation that occurs in a health care institution. For this, it has a wide range of tools and indicators. In the process of analysis classification and interpretation of information is carried out in order to understand the structure, patterns and factors that can influence decision-making.

The purpose of the article is to substantiate the elementary components and build a scheme of decision-making in medical institutions, establish their relationship and carry out a description of the analytical part and appropriate methods of analysis.

In order to achieve the goal of the research, an analysis of the problems existing in the management system of medical institutions was carried out. The expediency of applying economic management methods was substantiated. A conclusion was made about the expediency of more active use of analysis in management. A scheme of the management system with elements of analysis was developed; the relationships between its elements were established. The need for the application of analytical methods for evaluating activities in the provision of medical services was substantiated. On this basis, strengths and weaknesses, as well as opportunities and threats in the activity of medical institutions were formed and identified due to the SWOT analysis. Evaluation elements were proposed and their descriptions were made. Based on the results of the analysis, the tasks that should be implemented to solve the existing problems of the health care entities were proposed. Adherence to research-based schemes and methods will not only contribute to increasing the efficiency of medical institutions but will also ensure better quality of health care services.

In the future, the study of the principles of the correct selection of analytical indicators and their formalization for increasing the level of quality of medical services will cause even greater interest on the part of scientists and practitioners. In addition, since analytical calculations require consideration of external and internal factors, there is an objective need for more active use of modern computer

programs. The development of tasks and algorithms for the creation of new software, as well as the improvement of those programs that are already in use, by supplementing them with innovative applications with new indicators, is also an actual perspective direction of scientific research.

Keywords: analysis, analytical methods, health care, activity, improvement, management, business entity, SWOT analysis.

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