

UDK 351

Choudhry Sawan

postgraduate student of the National University of Civil Defense of Ukraine,  
Kharkiv

## **FORMS AND METHODS OF STATE REGULATION OF TREATMENT AND PREVENTION ACTIVITIES IN THE FIELD OF HEALTH CARE**

*It is determined that the development of the health care system as a branch of the national economy is a unity of social justice and economic efficiency based on forms and methods of state and market management of treatment and prevention activities with priority to ensure access to health care for all or most members. In world practice, an increasing number of countries use a model of health care that eliminates the shortcomings of both public and purely market system by combining, finding a certain optimum when using both administrative-planning and market principles in regulating such a socially significant the field of health care. It is noted that to accelerate the accumulation of "human capital" requires an economic mechanism: 1. a mechanism that ensures public health through disease prevention, health care, improving working conditions, living and nutrition, environmental safety, etc. (along with the growth of education); 2. a mechanism that promotes the manifestation of each person on the basis of personal interest in their potential in useful activities. The multidimensional model that characterizes the main components of the human health management mechanism includes functions: prevention and health promotion; diagnosis and treatment of patients; rehabilitation. It reflects the need for a comprehensive solution to the problems of managing the process of reproducing the potential of health. Covering all aspects of the formation and use of human health resources, it is possible to study the economic mechanism of managing the process of improving health and quality of life. In the economic literature and the literature on demography, the concept of "potential" is used to describe human resource capabilities. People's health is characterized by potential: economic (production), creative, spiritual, military (defense), etc. Dynamics of population health and its economic activity.*

*Key words: development of health care, state regulation, treatment-and-prophylactic activity, social justice, availability of medical care, human resource possibilities, demography*

**Formulation of the problem.** The development of the health care system as a branch of the national economy is a unity of social justice and economic efficiency based on forms and methods of state and market management of treatment and prevention activities with priority to ensuring access to health care for all or most members of society.

In world practice, an increasing number of countries use a model of health care that eliminates the shortcomings of both public and purely market system by combining, finding a certain optimum when using both administrative-planning and market principles in regulating such a socially significant the field of health care.

Health is the most important value, both for the individual and for society as a whole. A healthy population is a prerequisite for sustainable economic growth. Health is an integral indicator of quality of life and an objective criterion for assessing the success of social and economic reforms [1]. This explains the exceptional importance of public policy in the field of public health.

**Analysis of recent research and publications.** The works of such domestic and foreign scientists as Akimova T.V., Bachyna T.A. are devoted to the formulation of the state strategy of health care development. and Yerzyleva A.A., Zagorsky V.S., Posylkina O.V., Trushkina L.Y. and Tleptserisheva R.A., Tulai O.I., and others. They cover quite broadly the issues of the state strategy for the development of health care in Ukraine and opportunities for its improvement. At the same time, the research of these and other scientists do not pay the necessary attention to the issues of the state strategy for the development of health care in Ukraine and its quality functioning.

**The aim of the study.** The purpose of the study conducted in this article is to determine the features of forms and methods of state regulation of treatment and prevention activities in the field of health care.

**Presenting main material.** At the present stage of market relations involves the study of the value of public health, as "human capital" and the economic effectiveness of investing in its strengthening. To accelerate the accumulation of "human capital" requires an economic mechanism [2]:

1. a mechanism that ensures the health of the population through disease prevention, medical care, improvement of working conditions, living and nutrition, environmental safety, etc. (along with the growth of education);

2. a mechanism that promotes the manifestation of each person on the basis of personal interest in their potential in useful activities.

The multidimensional model that characterizes the main components of the human health management mechanism includes functions: prevention and health promotion; diagnosis and treatment of patients; rehabilitation.

It reflects the need for a comprehensive solution to the problems of managing the process of reproducing the potential of health. Covering all aspects of the formation and use of human health resources, it is possible to study the economic mechanism of managing the process of improving health and quality of life.

In the economic literature and the literature on demography, the concept of "potential" is used to describe human resource capabilities. People's health is characterized by potential: economic (production), creative, spiritual, military (defense), etc.

The dynamics of public health and its economic activity is recognized as the state of health care, and many other factors. The index, calculated on the basis of age-specific mortality and economic activity of the population, the economic potential of health can be measured: the number of people - the years of future economically active life of this generation of births. This indicator depends on three groups of factors [3]:

- ecology, natural resources;
- working and living conditions;
- lifestyle - rest, sports, elimination of inactivity and overweight, bad habits, etc.

Exceeding the critical level, when natural landscapes are unable to self-restore, leads to the degradation of the natural environment, negatively affects the dynamics of the economic potential of human health and ultimately leads to population degeneration.

The most important element of the economic mechanism of health care is the formation of people's need to be healthy, to lead a healthy lifestyle [4]. It is a question of financing and stimulation not only of sanitary and hygienic culture, but also culture of rest, consumption, communication, behavior, interpersonal relations.

The living conditions of a person, his living conditions, working conditions are important. The main factor in preserving the health of Ukrainians is the economic responsibility of the state for the health of the population, state investment, as well as investment in the health of citizens themselves. Public health problems became especially acute in Ukraine at the end of the last century in the context of market reforms. At the same time, there were some problems with the translation of the concept of "public health" into English "Public Health", as its English version has several meanings.

In a narrow sense, the term "public health" in the English translation means both public health and a system of measures aimed at protecting health. In a broader sense, this concept covers a wide range of functions, including not only the supervision of all medical services, preventive and clinical, but also many other aspects of society that directly or indirectly affect human health: environmental issues; control of infectious diseases; control of risk factors for non-communicable diseases; injury prevention; maintaining the mental health of the population; occupational health; ensuring social justice in the distribution of medical services, etc.

Public Health as a System - a system of scientific, practical measures and provide their structures of medical and non-medical nature, aimed at improving public health, prevention of diseases and injuries, increasing life expectancy and efficiency through ob ' unification of society's efforts [5].

Public Health (resource) is a medical and social resource and potential of society, due to the complex influence of social, behavioral and biological factors, the improvement of which will increase the quality and duration of life and well-being of people, the harmonious development of personality and society.

The main activities of public health are:

- ensuring the development of appropriate capacity for further improvement and implementation of policies and strategies aimed at achieving the global goal of WHO - "Health for All";
- providing epidemiological analysis of accumulated experience;
- promoting programs and activities aimed at improving health;
- ensuring the provision of high quality medical care;

Implementing public health policy, each country develops a system of providing health care to the population in accordance with real financial opportunities. However, the prevailing trend is to include health care in national programs with mandatory coverage of the entire population and the provision of equally accessible health care [6].

Forms of management in health care reflected in the administrative system its main features. These features and characteristics are analyzed in detail in the literature and can be summarized as follows. First, it is a hierarchical multilevel subordination; secondly, the definition at the level of higher management of the goals of development of treatment and prevention facilities (HEIs) and ways to achieve them; on - the third, current coordination and current control of activity of the lower links; on - the fourth, bringing to medical and preventive establishments obligatory for performance of address planned tasks to which performance the system of an estimation and stimulation was tied. All this led to negative consequences. These are, first of all, chronic lack of financial resources, inefficient use of available resources, insufficient material incentives, lack of health care to influence demographic, environmental, socio-economic factors that determine people's living conditions and health.

Population health crisis - a critically high level of deterioration of public health, which means an increase in irreversible, incompatible with life health disorders, when the share of healthy citizens is less than 50% of the total population, progressive deterioration of children's health , increasing mortality of the working population and specific diseases caused by environmental pollution, as well as increasing the frequency of reversible health disorders (deviations of physical and neuropsychological development, disorders or complications of pregnancy and giving birth [7].

The main causes of death among Ukrainians of working age are cardiovascular diseases, tuberculosis, hepatitis, traffic accidents, accidents, suicides, poisoning.

More and more children are born with developmental disabilities, cancer, AIDS, viral hepatitis.

The main tasks in the field of health care are to improve the quality and availability of medical care, implementation of national and territorial targeted programs aimed at ensuring the sanitary and epidemiological well-being of the population, creating economic and social conditions that reduce the prevalence of negative risk factors and reduce their impact. per person. For their implementation, the priority measures are [8]:

- providing interdepartmental and multilevel approaches to improving the quality of life, improving working conditions, living and recreation of the population, the formation of a healthy lifestyle;
- creation of a permanent information and propaganda system aimed at the formation of a healthy lifestyle, disease prevention;
- creating conditions and involving different groups of the population in active physical culture and sports;
- providing the population with quality free medical care within the framework of the state guarantee program.

Conclusions. It should be noted that the health of the population of Ukraine has become one of the priorities of social policy of the state in the first years of the XXI century.

The priority national program "Health 2020: Ukrainian dimension" includes areas of "Development of primary health care" and "Providing the population with high-tech medical care" [9].

In the direction of "Development of primary health care" the main indicators are: improving the availability and quality of primary health care, including:

raising the level of qualification of district service doctors; reduction of waiting times for diagnostic tests in clinics to one week; renewal of the ambulance fleet of the ambulance service for 12,120 vehicles; reducing the number of people infected with HIV by at least 1,000 people a year; reduction in the incidence of hepatitis B at least 3 times, rubella at least 10 times, influenza during the epidemic and reducing the severity of its manifestations in patients; elimination of congenital rubella; early detection of hereditary diseases in at least 250 children; reduction of maternal mortality to 29 per 100 thousand live births, infant mortality to 10.6 per 1000 live births; reducing the frequency of exacerbations and complications of chronic diseases by at least 30% and reducing temporary disability by at least 20%).

Summing up, we can say that the health of the population is greatly influenced by the development of the health care system, its shortcomings, which must be promptly eliminated, but at the same time to orient the policy of health care development to the long term perspective.

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