

COMPETITIVENESS OF HEALTH CARE INSTITUTIONS IN MODERN CONDITIONS

The problem of ensuring the competitiveness of healthcare institutions is becoming particularly relevant in the context of modern socio-economic transformations and reform of the medical industry. Changing financing mechanisms, increasing the role of market relations, the emergence of new forms of ownership and increasing consumer demands for the quality of medical services create new challenges for the effective functioning of healthcare institutions. In such conditions, traditional management models lose their effectiveness, requiring adaptation to market principles, in particular through the introduction of elements of strategic management, economic assessment of performance and an innovative approach to development.

It should be noted that the relevance of recent publications and research on the issue of ensuring the competitiveness of healthcare institutions is due to large-scale changes in the healthcare system, in particular, financing reform, the introduction of electronic medicine and the growth of the role of a patient-oriented approach. In scientific works, the emphasis is on strategic management, assessing the effectiveness of medical services, adaptation to market conditions and the role of innovation. The impact of transformation processes on public and private healthcare institutions, as well as ways to increase their competitive advantages, is being particularly actively studied. In connection with the unstable economic situation and the change in the role of the state in regulating the industry, the issues of finding sustainable development models and tools for economic management of competitiveness remain relevant [1].

The issue of forming sustainable competitive advantages for public and municipal healthcare institutions in conditions of limited funding and high competition from the private sector remains problematic. Insufficient integration of economic management tools into the activities of healthcare institutions hinders their adaptation to new requirements of the healthcare system. Special attention is required to optimize costs, improve service quality, human resource potential and digitalization of processes as key factors of competitiveness. At the same time, the lack of comprehensive methods for assessing the competitive status of healthcare institutions complicates the formation of an effective policy for their development. All this necessitates the need for in-depth research into the features of ensuring the competitiveness of healthcare institutions in the context of modern transformations [2,3].

The task of ensuring the long-term competitiveness of medical services market participants in the healthcare system faces the impacts of the reform of the medical industry, the transition to market financing mechanisms, and the strengthening of the autonomy of healthcare institutions. When solving such tasks, attention is focused on the need for strategic management, efficient use of resources, digitalization, and a focus on service quality as key factors of competitive advantage.

References

1. Avhustyn, R. R., Stakhiv, O. V. (2023). Vyznachennia stratehichnykh priorytetiv upravlinnia systemnym rozvytkom zakladiv okhorony zdorovia [Determining strategic priorities for managing the system development of healthcare institutions]. *Akademichni vizii – Academic Visions*, (17). <https://academy-vision.org/index.php/av/article/view/250>.
2. Bondarenko, S. M., Hladush, A. O. (2020). Otsinka konkurentospromozhnosti zakladiv okhorony zdorovia [Assessment of the competitiveness of health care institutions]. *Infrastruktura rynku – Market infrastructure*, (49), 92-96.
3. Buzhymyska, K. O., Tsaruk, I. M. (2020). Mekhanizmy upravlinnia rozvytkom pidpriemstva: sutnist i struktura [Enterprise development management mechanisms: essence and structure]. *Biznes Inform – Business Inform*, (7), 278-287.