

Vasyl Kyfyak, Doctor of Economic Science, Professor,
<https://orcid.org/0000-0001-7632-5248>

Larysa Tymofiti, Master,
Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

FACTORS AND CONDITIONS FOR INCREASING COMPETITIVENESS OF SOCIAL AND MEDICAL SERVICES IN THE REGION

Summary

In the conditions of the reform of the health care system of Ukraine and the increase in the number of private medical institutions, the problem of the competitiveness of medical services has actualized. Formation of the market of social and medical services contributes to the emergence of new relationships in the health care sphere. Increasing the competitiveness of social and medical services is directly related to the formation and development of human capital, which is provided by comprehensive and high-quality medical care servicing. Social and medical services are an absolute priority for preserving the consumer's health and life, unlike other social services (education, sports, etc.), which the consumer can refuse from.

Research of the list of social and medical services in a particular region, their types and functional purpose, establishing advantages and evaluating services is an urgent problem that needs to be solved.

The purpose of the study is to determine the types and kinds of social and medical services, their functional purpose and competitiveness, to establish the advantages and evaluation of social and medical services, as well as to determine the main factors affecting the development of the competitive environment. As the theoretical and methodological basis of writing the article the authors used the legislation of Ukraine, the works of Ukrainian and foreign scientists, methods of analysis and synthesis, survey and comparison.

In the article, based on the analysis of social and medical services provided by medical institutions in the region, a list of such services is defined as well as classified by types, kinds, functional purpose and other characteristics. On the example of the Hlyboka territorial community, the advantages of individual business entities providing social and medical services were determined. Also, the quality of services of the Communal Non-profit Enterprise "Centre for Primary Medical and Sanitary Care of Hlyboka Rural United Territorial Community" was assessed. The main factors affecting the competitive environment were identified and the problems of competition development in the market of social and medical services in the region were highlighted.

Creation of conditions for the formation of a competitive environment, establishment and development of the competitiveness of social and medical services is an effective tool for qualitative changes in the health care sphere.

Keywords: factors, advantages, social and medical services, competitiveness, assessment, quality, competitive environment.

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