

STRATEGIC PRIORITIES OF UKRAINE IN THE WORLD MARKET OF MEDICAL SERVICES

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Providing stable and sufficient healthcare system financing is the key factor of its normal functioning in any country of the world. However, as global experience shows, any health-care system in any country faces the problem of financial resources shortage. Taking into account the social importance of the health care system and appropriate obligations of the state to its citizens, the necessity of new approaches of financing this industry appears. International experience shows that increasing the financing without effective management mechanisms creation and will-minded using of existing resources will not lead to desired results. For example, in the United States - country with a fairly high standard for each patient, a public opinion poll showed that more than 85% of the population are not satisfied with the work of the existing medical care system and insist on fundamental changes.

Domestic health-care system needs not only financing increase, but also an effective funding resources usage control and medical services quality.

Nowadays, there are strategies of financial resources shortage mitigation exist. They are based on redistribution existing financial resources in favor of health-care system, by decreasing financing other sectors of the budgetary sphere and introducing new social insurance tax or duty.

Often, these strategies are applied simultaneously, but it is not always possible due to various reasons of socio-political and macroeconomic nature. For example, using of the first strategy requires making difficult political decisions and as a result in case of health care sector funding increase may lead to other budget programs funding deterioration in education, culture, public order maintenance, defense, which play important role for the community.

To the other hand, the strategy of new social insurance taxes and duties introduction may not get support by society and politician's.

The existing macroeconomic situation and the level of economic development of the society do not allow the state to increase assignment from the budget to the health care system.

The percentage of health-care taxes in Ukraine (about 3% of gross domestic product) comparing to other European countries is rather low, but keep in mind that the total taxes on health in the structure of general taxes of the state are almost 15% (taking into account social programs, which are supported by government funding).

The state policy of decreasing the tax pressure corresponds to the typical trends for developed countries, but it does not quite assist to the opportunity to resolve the problem of new social insurance taxes or fees introduction.

There is a growing necessity of a health insurance system implementation and appropriate law that would provide a new additional type of taxes on salary. The absence of effective financing strategies and the health care system resource management can lead to negative trends: the elimination of the solidarity principle and access to health care.

In addition, it is necessary to emphasize that these negative trends are a consequence of not only a quantitative funds deficit, but their inefficient use as well. It is necessary to pay attention to the second group of strategies aimed to improve the financial stability and of the health care system cost-effectiveness.

Conditionally these strategies can be called resource deficit overcoming strategies and divided into two groups: expenses control strategies and efficient resources distribution strategies. In its turn, cost containment strategies are divided into strategies aimed to regulate the health services' demand and strategies aimed to regulate the health services' supply.

The main goals of the strategies in the first group is to limit the medical services volume that are paid by budget funds (basic services package definition), medical services payment system introduction (medical services partial paid by the citizens); access to medical services rationing.

The main goals of strategies in the second group are: to establish competition between health services providers; expenses limits and global budgets for health care providers; reduction of doctors personnel and number of beds; control expenses on providing human resources (salaries of doctors); control of drugs and equipment expenses; regulation of expensive technologies usage, improvement of doctors payment methods.

These strategies can be used both to improve the effectiveness of the current model of the health care system, as well as introduce social health insurance system.

World experience shows that these strategies are effective in health-care system managing and will contribute to the effective insurance medicine introduction.

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