

Martyniuk O.A.,Candidate of Economic Sciences,
Associate Professor at Department of Management,
International Humanitarian University

IMPLEMENTATION OF BUSINESS PROCESSES TO IMPROVE THE COMPETITIVENESS OF HEALTH FACILITIES

The dynamism of the changes occurring in the global environment and the requirements of modern management basics required from businesses an implementation of new management systems based on system-integrated (process) basis. This is the transition to performance management business processes.

After Ukraine gained independence in the market there are many medical institutions that position themselves as better medical facilities for the public. First of all it is connected with the organization of the best customer service processes. It is current practice an improvement of the quality of management and quality of care gets top value.

These individual departments of health are not seen as a structural unit with its separate goals, but as members of a single process. The advantage of the process approach is continuity of management that it provides at the intersection of individual processes within their systems, as well as their combinatorial interactions. Process approach considers medical activities as defined sequential chain of actions (processes), the end result of which is the clinical and economic outcome.

Detailed characteristics and standardization of business processes is a prerequisite for their successful implementation. Determination of medical business process of providing clinical and other medical services helps at the lowest outpatient level

to determine the level of their value to the patient.

We represented three groups of business processes. At the outpatient unit of primary value to the patient is to establish the correct diagnosis. The first group of business processes "to diagnosis" is characterized by the fact that in the course of its actions an included patient volume and the structure of school visits will be formed.

The second business processes group "Formation volume of services" describes the general principles. Input events will be: patient turnout at the reception; and appointment card to laboratory and instrumental diagnostics.

The third group of business processes "Formation volume treatment and monitoring" is divided into: the final diagnosis; referral for treatments to the clinic; referral for outpatient observation.

Despite the universality of basic principles of implementation of the process approach in every field of medicine in its used there is a number of features related to the nature of the course of certain diseases, invasive and non-invasive implementation of interventions, psycho-emotional status of patients and elements of diagnostic and treatment process as a whole.

Essential improvement of the quality of medical services is the introduction of modern medical facility management systems, including quality management system based on international standards ISO 9001.