

DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

THE MEDICAL SERVICES MARKET DEVELOPMENT ON THE PRINCIPLES OF MARKETING IN UKRAINE

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The article is devoted to the relevant issues of determining the medical services market and its main components, the concepts of medical service and medical aid. The prerequisites and developmental peculiarities of the medical services market in Ukraine and its transformation are analysed, as well as the role and marketing peculiarities in the medical services market are revealed. The conclusions concerning the influence of marketing tools on the medical market and the peculiarities of marketing communications usage as a necessary component of the complex of marketing for the success of medical institutions are made. The significance of newly-formed private medical institutions as important subjects of the medical market of Ukraine during the economic transformation is proven.

Today, the Ukrainian medical services market is in a state of so-called transformation. This is due to the announced process of reforming the health care system in Ukraine, which in the future will make a significant contribution to the development of the healthcare market in particular. This, in turn, will contribute to the emergence of new medical private centres, the newest medical facilities that will be able to provide a high-quality and competitive medical service

called the medical product. Thus, medical institutions will gradually turn into commercial structures with the necessary attributes of entrepreneurial activity.

The market for medical services in Ukraine is at the stage of transformation or rebirth. This is primarily related to the implementation of the medical reform announced by the Ministry of Health and the Government Program, which provides for the output of Ukrainian medicine to a higher quality through the formation of insurance funds. The medical reform in Ukraine will involve the introduction of the concept of “state guaranteed package” – a certain amount of medical services and medicines, which the state undertakes to pay at predetermined rates, which will be approved annually by the government.

Thus, the market for medical services will become a competitive environment in which different actors of market relations will operate both in organizational and legal form and in the form of ownership. One of the prerequisites for the successful functioning of the medical services market will be an assessment of the marketing orientation of these subjects. According to our research, marketing orientation is based on a real study of the needs of healthcare providers, trends in

the development of the market for medical services, as well as a pragmatic assessment of the extent to which the services provided by a medical institution meet these requirements. We are convinced that only with a clear understanding of the current state of a medical institution or establishment it is possible to determine its goals and changes

needed to achieve these goals. Today, the need for the development of the market for medical services is not only an urgent problem but, as we can say without exaggeration, it is vital. After all, today the Ukrainian medical services market is unbalanced, and indicators of the medical and demographic situation are unfavourable and hopeless.