

THE SUBJECT OF THE MEDICAL SPHERE: PATIENT, CLIENT, AND CONSUMER OF HEALTH SERVICES

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Today a reasonable choice of model quasi-medical services is a priority and relevant to the national health system of Ukraine. The medical and clinical industry has evolved into a complex system with powerful economic and management components. This determined a need to clarify and study a categorical apparatus of the system of interactions and relationships between a medical institution and a patient to detect and highlight the peculiarities, differences and common features on the basis of international and domestic papers of the medical sphere.

The patient is a major and special subject of medicine area who wants to obtain effective medical assistance from professional health workers, and they are obliged to provide such assistance. The conducted research of the author's approaches to the definition of "patient" allowed to identify its fundamental aspects: the patient is a person, a personality, a physical entity, healthy or sick consumer of medical services, diseased person that is treated; who asks a medical facility or a doctor for the receiving of a medical aid or medical services; who participates in research, clinical trials, medical experiments.

Under the influence of new identities in the field of health protection and, accordingly to the changes of the system, principles of financing, and organization of health services, the relationship between doctor and patient acquires its own peculiarities and specifics, there is a rethinking of the rights and obligations of both consumers and providers of medical care. Depending on the

factors of influence in general on the health system, socio-cultural and market-competitive environment categories of the patient, the consumer of medical services and the client of medical institutions differ in the nature of building relationships and interconnections with medical staff, providers, and recipients of health services (medical care). As a result of the analysis of the characteristics and specifics of the relationship between doctor and patient, a system of their interconnections is formed.

In the article, the key factors in such categories as a patient, a consumer, a client, their characteristics and the specifics of its manifestation in the therapeutic process and in provision and receiving of medical services (care) in three interrelated areas are analysed: 1st – a patient as a sick person; 2nd – a patient as a healthy person; 3rd – the relationship between a doctor and a patient. The features of the acquiring by a person the status of a patient and his rights and obligations are highlighted.

The patients are not able to determine their own health and to take care of the recovery because of a shortage of the significant amount of specialized information, experience and unprofessionalism in the field of medicine. The patient role makes sense only in interaction with doctors, who are centrally responsible for the improvement of health through a system of expectations and behaviour on the basis of bilateral rights and duties and relationships. The involvement of the patient in the treatment process is determined by the severity of the disease and the types of relationships doc-

tor – patient, and can be represented by three models: active-passive, participatory and directed cooperation. In the first two models, the patient plays a rather passive role, and in the third one the patient becomes actu-

ally an “active consumer”, uses expertise, takes an active participation in the treatment process and is looking for a doctor in accordance with the demands and satisfaction of needs.