

## METHODOLOGICAL BASIS OF MANAGING PUBLIC HEALTH SERVICE INSTITUTIONS

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Types of medical institutions are allocated and the basic methods of management are determined and fixed by them. The basic approaches to managing public health service in foreign countries are briefly considered. The essence of integrated approach in managing public health services is stated.

For the last ten years the problem of developing and introducing effective management methods was possible in Russia to generate the working structure of controlling public health service. Administrative problems find the reflection in all the concepts offered for discussion and programs of reforming the system of public health service. In this connection it is obviously necessary to consider the general methodological approaches to the activity of institutions engaged in rendering medical services to population, both in Russian, and in foreign practice.

Modern literature on organizing medical aid allows to allocate two basic approaches to managing public health service. According to general theory concept, public health service management has influence on the objects of public health service system with the purpose of preservation and increase of the level of the health of population.

Among the most essential attributes of medical institutions connected with the character of their activity and influencing managerial process, it is possible to allocate:

1. Complexity of quality definition and measuring work results;
2. High specialization of primary activity which frequently has urgent character;
3. No right for uncertainty or mistake;
4. Requirement for close coordination of the work of various divisions;
5. High qualification of employees that mainly act as sales representatives;
6. Necessity to control administration of medical institutions;
7. Difficulty of work coordination and distribution of powers and responsibility connected to a double subordination existing in many medical institutions.

The prominent feature of public health service system - variety of subjects, objects and, accordingly, forms of activity. Standard classification allocates three types of medical institutions corresponding to the three sectors of modern society (state, private and noncommercial), each of which has its specificity in the field of management.

The methods of managing public health service should be based on the objective character of mutual relations between the participants and take into account the specific features of subject behaviour. In a general view it is possible to allocate three basic groups of management methods: economic methods, organizational - administrative methods, social - psychological methods.

There are also specific approaches to the organization of public health service developed in the last decades: the system analysis of the activity of medical institutions, medical service management with the help of integrated systems, methods of imitating modeling in the systems with transitive economy, methods of expert estimations, etc.

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