

## IMPROVING THE ORGANIZATIONAL-ECONOMIC MODEL OF THE MUNICIPAL SYSTEM OF PUBLIC HEALTH SERVICES IN TOGLIATTI: CASE STUDY

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In the article the basic directions of modernization of the system of public health services of a municipality are considered. As a result of the analysis of the centralized organizational-economic model of the system of public health services in Togliatti, we can see that the existing centralized model is not adequate to modern market conditions. Some principles are offered and the features of a decentralized model of management are fixed by the municipal system of public health services.

The state of health of the population is an integrated parameter of the social orientation of the society, with social guarantees describing the degree of the responsibility of the state to the citizens. In the recent years the country has achieved significant economic growth, therefore the financing the branch of public health services has increased, and so have the prospects of its further development. Being socially focused, the state is going to pay close attention to the development of the branch.

At present in Russia the basic part of the system of public health services is the level of municipality that is actually rendering medical services to the population. The municipal level should follow the way of innovative development whose basic aspect is strategic management.

The system of public health services of Togliatti aims for optimum satisfaction of the requirements of the population of the city in the preventive, social and medicinal help.

The reorganization of the system of public health services is one of the major components of the development of the system of municipal public health services and is caused by the necessity for achieving conformity with the basic directions of social and economic transformations in the society, the realization of the regional and city target programs and projects, as well as the national projects of high priority.

The development of market relations demands an adequate model of public health services management.

The current linearity in the system of public health services is caused by the publicity of its activity. Market conditions demand the system

of contractual relations between the authorities and medical institution as legal persons. Contractual relations today are considered to be the coordinating mechanism which offers an alternative to the traditional command-administrative model of public health services management.

In the market model of management the authorities substantially lose the function of financing as the basic financial streams are concentrated in the system of obligatory medical insurance. The municipal authorities in the sphere of public health services (the Department of public health services) of Togliatti retain the function of financing the medical institutions from the means of the budgets of all levels, however the given financial stream is much less in volume than the financial streams in the system of obligatory medical insurance.

The controlling function can be realized in various forms. The organizations of medical-diagnostic process and preventive maintenance medical institutions should receive more power and opportunities for the display of the initiative and the organization of their activities.

It is necessary to note the coordinating role of the Department of public health services of Togliatti. The formation of the controlled market in public health services, plenty of subjects of management cooperation with the municipal system of public health services, large number of medical institutions in the municipal system of public health services are the factors determining the development of the role of the authorities in the market model.

Thus, the market model of management of municipal system of public health services re-

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flects the changes caused by the introduction of the controlled market in public health services.

One of priorities at the first stage of improving the system of public health services is to change the centralized administration managerial control by the means of transition to economic methods with precise differentiation of functions between central, local authorities and the medical organizations, as well as the creation of the corresponding normative legal base.

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