

## MAIN TENDENCIES AND DEVELOPMENT CONDITIONS OF PUBLIC HEALTH FIELD MANAGEMENT

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This article describes the principles of management functioning of modern health service system, that define speed and quality of branches development and formulate main tendencies and criteria of management in valuation of social field level, both in a region and in a state in general.

Social field represents an important part of a modern economy. By the end of XXth century political costs of a state in this field and populations costs on producing goods constituted from 30 to 45% of Gross Domestic Product (GDP) in countries with developed economy. A particular feature of social field is a high part of the country's participation in financing and producing goods. At that state expenses on social branches are increasing in accordance with an economy growth.

To protect health of the population on every stage of its development special professional groups can be defined and a functional social system of health service is being formed. Thus system is based on different levels (municipal, local, national, international).

In spite of medical latest achievements used in our best clinics, quite qualified diagnostics and a great number of doctors of world-class standard (47 per 10000 people) and beds in clinics (12 per 1000 people), quality and effectiveness of medical help in Russia can not be recognized as satisfying nowadays. It is connected with a low level of health service financing and jobs provided by middle class medical staff, and also with a low level of management of social field in general and health service in particular. A low receptivity of modern health

service management to social and management innovations prevent social economical system from improving. The goal of transforming Russia into a global world economy leader formulate new tasks for health service management and demand using and introducing innovative management technologies. The main problem is that management mechanisms remain old or were destroyed, and were not replaced by the new ones. It is very important to understand which principles exist practically, which can be created anew in a context of mastering of innovating development mechanisms.

There are the following key factors, that will define the Russian health service system development:

- ◆ speed of economy development, that assign state, population, employers' facilities to distribute resources on health service;
- ◆ priority of health service development in state policy, a measuring part of health service costs in GDP;
- ◆ changes of state ability to develop and finance health service;
- ◆ changes of human attitude to the health, that define their willingness to spend money on preventive measures and medical treatment;
- ◆ changes of employer's willingness to spend money on their employees' health.

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