

CURRENT TRENDS IN HEALTHCARE MANAGEMENT AND WAYS TO IMPROVE IT

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Abstract

The healthcare system in modern conditions is an important object of public administration. At the same time, its sustainable and effective development is limited by an insufficient level of public administration and problems of economic and social orientation. Today, there is a need to develop and implement more effective and flexible mechanisms for the implementation of government programs aimed at the development of healthcare. There is also a need to increase the financing of the industry from the state budget, increase human resources, technology and knowledge intensity of this industry, and increase the level of control over the targeted expenditure of budget funds.

Keywords: public administration, healthcare, medical institutions, legal regulation, management efficiency.

Introduction

Currently, the development of the domestic healthcare system is associated with its reform, the main driving force of which is a set of problems of the national healthcare system, including the problem of low socio-economic efficiency of its activities. A necessary condition for improving healthcare is to increase the availability and quality of medical services, to increase the efficiency of the overall functioning of the healthcare system.

The purpose of the article "Current trends in healthcare management and ways to improve it" may be to highlight the current challenges faced by the healthcare system in Uzbekistan and propose specific strategies and measures to overcome them. The article can consider such aspects as:

- analysis of the current state of the healthcare system in Uzbekistan: assessment of the availability and quality of medical care, the level of funding, staffing and technical base:
- identification of key problems and challenges: for example, insufficient funding, inefficient resource management, uneven distribution of medical services by region, insufficient professional training of medical personnel, and others:
- analysis of current trends in global healthcare practice and examples of successful management strategies in other countries:



-proposal of specific measures and strategies to improve the situation in the healthcare sector of Uzbekistan: improvement of financial security, modernization of infrastructure, improvement of the quality of medical care, professional development of medical workers, development of telemedicine and others.

Assessment of the potential results and consequences of the implementation of the proposed measures.

The purpose of the article is to offer practical recommendations and strategies to improve the quality and accessibility of medical care for the population of Uzbekistan.

II. Main part

Modern healthcare is facing a number of challenges that require constant analysis and adaptation. We will review global trends, assess the main challenges, analyze the impact of technological innovations and consider the role of the state, the private sector and public initiatives in healthcare management.

In recent decades, the world has witnessed a number of global health trends. Among them:

- an increase in the proportion of the elderly population and, as a result, an increase in diseases characteristic of older age.
- the globalization of healthcare, which leads to a freer movement of medical personnel, the exchange of medical experience and the development of international cooperation.
- the increase in healthcare costs caused by the increase in the cost of medical technologies, changing lifestyles and social structures.

In this regard, health care management is a complex task of the whole society, in the implementation of which a large number of sectors of the national economy and management structures participate [5]. The task of health management involves the most effective achievement of the goal by improving the quality of therapeutic, diagnostic and preventive measures, as well as the rational use of health resources. For this reason, the State strives to solve problems that are aimed at ensuring the protection of public health. It is the state healthcare management system that should implement these tasks. It deserves special attention that the concept of "health management" is quite common in many regulatory legal acts that have been adopted in the field of healthcare.

In this regard, before formulating the concept of "public health management", it is necessary to consider a number of features of this category [2]. It should be noted that the study of health management issues uses a systematic approach to solving management tasks. The system and structure are being built on scientific foundations, and the personnel of the health management apparatus are being completed. It can be said that the healthcare management system appears to be one of the subsystems of society management, which has a certain internal organization and function, has a connection with other systems and prospects for further development [1].

It is distinguished by its inherent features, which include the following:

- the integrity of the system, which consists of interrelated elements;
- under the consistency of a more complex management system of a single social sphere;
- unity with other management systems and simultaneous relative independence in relation to them, with mutual influence on each other;



-the presence of internal and external communication, a hierarchical structure that is determined by the composition of the element, subsystems and their connections, and consists of a number of levels of management — relatively separate structural entities that differ from each other in their inherent powers;

-possession of certain stable properties;

-dynamism, ability to develop and self-improvement.

The essence of healthcare management is a set of general and special executive and administrative functions. Common functions include the development of government programs, their financing, control and personnel issues. Special functions include the organization of therapeutic and preventive care, the placement of a network of therapeutic and preventive care, the placement of a network of therapeutic and preventive and other health organizations, the provision of medical organizations and the population with medicines, other medical products and equipment, the organization of sanitary and epidemiological surveillance, the production of medical examinations, the development of medical science, as well as prevention work diseases among the population [3]. Health management determines as its subject the allocation of public financial resources for the implementation of state guarantees in the field of health protection. The place of development of such resources is the sphere of management, commodity exchange, and economic turnover in the field of health protection.

The healthcare management system in the field of commodity exchange is engaged in the allocation of financial resources. By placing them in one of the sectors, the management system has an impact on its economic development. Also, by placing them with selected business entities, the management system contributes to the growth of their well-being. Thus, healthcare management is carried out by organizing the redistribution of financial resources in the field of management and demand for financial investments. Such management is implemented with the help of coordination tools and does not contradict the nature of relations in the turnover space [2].

Public health management is built on the basis of management principles, among which the following can be distinguished:

-the public authority of the governor: for public health management, authority, authority and force are necessary to ensure the execution of orders;

-unity of leadership and division of managerial labor: without a single leadership, confusion arises, and division of labor promotes specialization, that is, the quality of management;

-the priority of the interests of public administration during the performance of official duties;

-centralization and hierarchy of management: stability and security of the management mechanism as a whole are created;

-consistency of management personnel: the turnover of managers and performers is harmful.;

- other principles of public administration: legality, scientific, democratic, effective accounting and control.

Currently, the issue of a clear analysis (study of the features) of two approaches to expanding the scope of creating innovative services in healthcare is relevant. That is, it requires a deep settlement of the issue of "state support for innovation activities" or "granting benefits and preferences to the chosen subject of innovation activity." To find the optimal solution in the



above situation, as a result of the scientific research conducted in the dissertation, the factors influencing the development of innovative services were analyzed and divided into groups.

A group of factors influencing the creation and dissemination of innovative healthcare services.¹

A group of factors	Hindering factors	Supporting factors
Economic	There are insufficient funds, the scientific and technical base is weak, and the modern production infrastructure is not good	Reserve of financial and logistical resources; availability of financial incentives for innovation
Legal	Imperfect legislation	The existence of a procedure for the creation of norms
Organizational and managerial	The complexity of coordinating innovation processes	Freedom of entrepreneurship, non-interference of the state in entrepreneurial activity
Socio-psychological	Problems with changing behavioral patterns and accepting all new information from the outside	A comfortable creative atmosphere

The creation and introduction of new types of innovative products into the industry is largely related to mechanisms for improving the efficiency of managing the development of innovations in the service sector. In this case, it is necessary to increase the effectiveness of the system of state support for scientific and innovative activities and the service sector. The revealed features of their activities indicate that they should use the mechanism of state support.

III. Scientific and theoretical proposal and recommendations.

The mechanism for improving management efficiency in the development of innovations in the field of health services should be based on the following principles:

- organization of a highly advanced, high-tech, competitive innovative service with a focus on new scientific developments and technologies created in this direction;
- organization of infrastructure aimed at commercialization of scientific developments and technologies aimed at creating new types of services and effective management of their activities;
- take into account the interests of the nation, no matter how effective innovations are, when introducing innovative services.

Concluding the analysis of current trends in healthcare management and consideration of ways to improve it, several key conclusions can be drawn.

In the modern world, the healthcare sector is facing a number of difficult challenges, including demographic changes, an increase in the incidence of chronic diseases, rising costs of medical services and a shortage of qualified personnel. At the same time, there is an increasing role of technology, including digital platforms, and data analytics in healthcare management.

The main directions of improving management in the field of healthcare are:

- the use of modern technologies to optimize management processes and improve the quality of medical care;
- the use of data analytics to make informed decisions, as well as to predict and prevent diseases;

¹ Developed by the author based on research.



-Strengthening interdisciplinary cooperation and communication between health institutions, government agencies and the private sector;

-introduction of innovations in the system of financing and payment for healthcare aimed at stimulating high-quality medical care;

-development of education and training of specialists in the field of healthcare, including the development of digital literacy skills and management competencies.

In order to successfully improve management in the health sector, additional research and implementation of specific practical measures are necessary:

Conducting research to assess the effectiveness of the introduction of new technologies and innovations into the healthcare system;

Development and implementation of standards and mechanisms for assessing the quality of medical care using modern data analytics methods;

Support and development of projects for the exchange of information and experience between various health institutions and countries;

Stimulating the education and development of professional skills of healthcare professionals, including courses on digital technologies and healthcare management.

Only through joint efforts and an innovative approach will we be able to provide affordable and high-quality healthcare for all members of society in the future.

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