

MANAGEMENT IN HEALTHCARE: PROFESSIONAL RELEVANCE

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Management in Healthcare: Professional Relevance

Abstract:

For the work of medical institutions to be effective, not only qualified doctors of various profiles are required, but also competent managers. Healthcare manager is an important and necessary profession in the modern world. Such specialists are in demand both in private clinics and in budget hospitals, dental clinics, and polyclinics.

Keywords: management, healthcare, budget, science, pedagogy, Socrates, education, informal environment, teaching, Plato, Arsitotel, school of three generations.

Introduction

For the work of medical institutions to be effective, not only qualified doctors of various profiles are required, but also competent managers. Healthcare manager is an important and necessary profession in the modern world. Such specialists are in demand both in private clinics and in budget hospitals, dental clinics, and polyclinics.

A healthcare manager manages the work of medical organizations, plans, and prepares measures aimed at improving the health of citizens. Such a specialist must have deep knowledge in the field of economics and finance, as well as understand the regulatory legal acts governing medical activities.

A healthcare manager performs many professional duties:

- solves tasks related to the prevention and protection of citizens' health;
- manages the organizational processes of the medical institution;
- engages in the implementation of new medical technologies in the healthcare system;
- resolves financial and legal issues;
- analyzes the financial and economic activities of the organization;
- organizes activities to improve the effectiveness of the institution;
- manages business processes within a medical organization.

Specialists in this field are engaged in the development and implementation of measures aimed at strengthening the health of citizens and preventing diseases. All measures and strategies are developed by managers based on the current economic situation. One of the main tasks entrusted to such a specialist is the optimal distribution of finances.



The manager must understand the institution's economic and legal issues, medical and information technologies. He should also be able to develop various business ideas, create new projects, find partners, and organize the activities of employees.

A healthcare manager works in institutions related to medicine and other organizations where such a specialist is required. These can be:

- hospitals, polyclinics, medical centers of narrow and wide profile;
- social security institutions (nursing homes, boarding schools);
- medical insurance companies;
- medical associations;
- state authorities in the field of healthcare;
- organizations working with consumers;
- higher educational institutions;
- travel agencies in the health tourism segment;
- health institutions (recreation centers, sanatoriums, prevention centers);
- Spa salons, massage parlors;
- diagnostic, consulting, and health centers;
- pharmaceutical companies;
- enterprises engaged in the production of medical equipment, instruments, and consumables.

A manager can work in both state and private organizations related to medicine or the healthcare system. To successfully fulfill their professional duties, a specialist must possess the following qualities:

- communicativeness;
- ability to organize people into a team, distribute responsibilities and monitor their implementation;
- ability to make management decisions, find a way out of non-standard situations;
- organization and discipline;
- responsibility;
- the ability to find common ground with people and build business relationships with them;
- politeness and decency;
- stress resistance

In the process of work, the manager communicates with both the higher management and subordinates. He must be able to find a way to approach any employee, regardless of their position. Talented managers easily win over colleagues, management, and partners, and are adept at resolving conflict situations.

The healthcare system has important social significance. The quality of life of citizens depends on the effectiveness of its work. Therefore, medical institutions of various profiles, as well as pharmaceutical companies, need competent managers.

Healthcare managers help implement necessary reforms, allocate funds wisely, and ensure that citizens receive quality medical services. That is why such specialists are becoming increasingly in demand in both commercial organizations and government bodies.



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