

Unit 3. Financial and economic activities of medical organizations

Theme №6: The economic content of the financial and economic activities of medical organizations

Lecture 6

Lecture outline:

- Economic analysis of activities in healthcare organizations.
- Financial sustainability of medical institutions.

Ensuring the financial sustainability of medical institutions is the main objective of the economic analysis of medical institutions.

Economic analysis in healthcare institutions is a set of techniques and methods for comparative assessment of indicators of medical, industrial and financial activities.

The subject of economic analysis is the medical and economic activities of institutions (MPI) and the efficient use of available resources.

The main goal is to ensure the efficiency of medical institutions.

Objectives of the economic analysis of medical institutions:

- identifying the need for medical services;
- studying the completeness of satisfaction of needs;
- assessing the efficiency of resource use (labor, material, financial);
- identifying deviations of actual indicators of economic activity of institutions from standard ones and the reasons for these deviations;
- preparing analytical information for choosing optimal management decisions.

Exercise 6. Creating a project taking into account the following points:

- Efficiency of resource use (labor, material, financial).
- Identification of deviations of actual indicators of economic activity of institutions from the normative ones and the reasons for these deviations.
- Preparation of analytical information for the selection of optimal management decisions.

Theme №7: Fundamentals of strategic planning and forecasting skills

Lecture 7

Lecture outline:

1. The essence and economic content of strategic planning and forecasting.
2. Strategic analysis tools.
3. Development of measures to improve strategic planning and forecasting.

Strategic planning is the most important component of enterprise management, and without it, successful operation of an enterprise in a market economy is hardly possible. In today's rapidly changing economic situation, it is impossible to achieve positive results without planning your actions and forecasting the consequences.

Strategic planning is one of the management functions, which is the process of choosing enterprise goals and ways to achieve them. The essence of strategic planning lies not so much in the long-term planning horizon as in anticipating changes in the internal and external environment of the planned object and adapting the development process to them. Strategic planning of enterprise activities includes:

- a strategy implemented in the context of enterprise development and achieving set goals;
- strengths and weaknesses of enterprise development in a changing environment;
- risks constantly faced by enterprises;

- taking into account forecasts and proposals reflected in strategic planning;
- reflection of the relationship between economic, financial and investment activities;
- assessment of diversification resulting from mergers and acquisitions of other enterprises.

Unit control. Assignment: Work on the following exercise and submit it by the fixed date.

Exercise 6.

Task 1. Make a SWOT analysis of the activities of the healthcare facility taking into account the planning strategy.

Task 2. Make a table "Determining the overall potential of a healthcare facility, taking into account the possibilities of further forecasting of performance indicators.

Theme №8: Personnel management in healthcare organizations

Lecture 8

Lecture outline:

1. Basic principles of personnel management in a medical organization.
2. Personnel management tools in the healthcare sector
3. Evaluation of the performance of personnel in a medical organization.

The issues of labor organization in healthcare have become increasingly active in the last decade. Personnel is the face of the company, a derivative, without which its existence is impossible. Any promising and self-respecting company assigns the formation of its staff as one of the leading directions of its own policy.

Personnel as a resource of a medical organization:

- is key in the organization, since the use of other resources depends on it;
- over time, its usefulness increases (knowledge, experience), while other resources can lose their usefulness;
- if used incorrectly, the efficiency of application decreases much faster compared to other resources, up to complete instant loss; can itself cause harm.

Modern large multidisciplinary hospitals are complex organizations that include in their structure not only medical and paraclinical departments that provide appropriate medical care to patients, but also auxiliary services: administrative, economic, engineering, legal and economic - laundries, transport, food units, security, etc.

Exercise 7.

Conduct an analysis of the activities of the healthcare facility on the following points:

- Criteria for the effectiveness of the personnel management system in a healthcare facility.
- Performance indicators for all departments of the healthcare facility.
- An effective system for selecting and hiring personnel.

Theme №9: Information support for healthcare organizations

Lecture 9

Lecture outline:

- 1) Creation of a unified information environment for healthcare facilities.
- 2) Interaction of existing information systems and medical equipment for healthcare facilities.

The issues of organizing the information space of a medical institution are very relevant today. The level of informatization and use of information technologies in medical institutions varies, there is no uniformity of software, and there is a serious lack of financial resources.

The main priorities of informatization activities are:

- Patient focus.
- Optimization of scientific and practical activities and the treatment and diagnostic process.
- Information as a tool for improving the qualifications of employees in professional and legal aspects.
- Improving the efficiency of the center.

Exercise 8.

Prepare abstracts on the following issues:

- transition of the institution to an innovative socially oriented type of development;
- improving the qualifications of employees in professional and legal aspects; implementation of a standardization system in the field of healthcare in order to improve the availability and level of medical care;
- rational use and planning of institutional resources;
- ensuring high quality administration in the areas of medical services and economics;
- improving the conditions for patient access to resources.