

The role of Health Management in the New Public Health

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In global aspect health expenditures reached during the last years striking dimensions and continue to grow:

- the market for medical goods: electronical medical equipment and medicines set close to the market for armaments and to the market for drugs
- salaries of medical personnel are also very high

This generates the necessity of adequate for the needs of the population and sufficiently efficient for the appropriated by society huge funds modern management of health care system.

There are many definitions of the notion

Health Management:

- Management means purposeful influence.
- Management is a purposeful process for insurance of effective functioning of the system of coordination in activities of all its' subsystems with available resources and in concrete environment (L. Mulins).
- The management is a process of diminution of entropy for achievement of in advance determined goals (David Hunter).

These principle definitions can be related to the national Health Care System and the health care institutions.

Health care management is a catalytic process which helps to reach the desired result.



Specificity of the health management:

- Complex dynamic character of the health care system
- Health manager has to take into consideration problems of the health care institution as well as a broad number of cultural, educational, economic, political, demographic, etc problems of society.
- Difficulties to forecast the results of a given health care activity
- Impossibility to quantify the results
- Important role of the factor “hazard”
- A certain alienation of medical professionals from the pure managerial problems and approaches
- Common inadequate expectations of the society to the health care system

Tendencies for further development of health management

- Introduction of appraisal and economical evaluation of input and output of the health care system as a main source of operative information for effective and efficient management
- Elaboration of hospital information systems, which are specific for every concrete hospital and at the same time can be combined in one system for the whole country
- Development and introduction of the so called E-health system for the whole country

- Further introduction of market mechanisms and approaches in the management of the whole health care system as well as health care institutions
 - Hospitals determine their own prices
 - Primary health care financed per capita and for activities
 - Health care marketing
- Achievement of a successful combination of public/private mix in ownership of health care properties. It can be achieved by:
 - Privatization of property
 - Privatization of activities
 - Managerial teams for health care institutions

Final remarks:

- There is not any unified and acknowledged model for successful management of the health care system and institutions.
- The success of a given managerial approach depends upon a profound appraisal of the economic development, social status of the population, level of the material facilities of the health care system as well as achievement of the medical science and managerial approaches.

Thank you for your attention.