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ADVANTAGES AND LACK OF IMPLEMENTATION PUBLIC-PRIVATE PARTNERSHIP IN THE MEDICAL INDUSTRY

The Institute for Public-Private Partnerships is not only a combination of financial, economic, intellectual and labor resources, but also serves as an institutional and organizational combination of the benefits of public government and the private sector to address socially important issues in various areas and sectors of the economy. Cooperation of the state and business in the medical sector is a symbiosis of the opportunities and resources of the participants, taking into account their strengths in fulfilling tasks. The key function of public authorities is the implementation of public social obligations, control over the provision of free medical services for the population, as well as strategic priorities and goals of the country, programs of social and economic development. For the private sector, when implementing public-private partnership (PPP) projects in the healthcare sector, it is important to ensure timely and complete provision of services at the most optimal price, as well as participation in programs and projects subsidized by the state. This balance of state, private and social interests leads, in our opinion, to a number of socio-economic effects for PPP participants.

The state acting as a participant in the PPP system receives a number of potential opportunities that enhance the efficiency of management and maintenance of state property; attraction of investment resources in the development of the medical sector; stimulating the development of regional capital markets, technologies, goods and services; improvement of the situation on the labor market and creation of additional workplaces; renewal of fixed assets.

Considering the business side, the key benefits of participation of its actors in the partnership programs are as follows:

- stability and guarantee of income;
- use of tax privileges and preferences;

- budget lending to participants;
- availability of state and municipal guarantees;
- budget targeted subsidies for PPP projects implementation;
- achievement of the multiplier effect, activation of attracting foreign investment into the real economy [1, p.3133].

To determine the socio-economic effects of implementing PPP projects in the medical sector for the private sector, it is important to determine the level of satisfaction of the population with medical services, the overall magnitude of morbidity and mortality, the level of provision of population by health care institutions and medical staff, as well as the level of skills and experience of personnel. The above benefits will contribute to the growth of living standards through the provision of high quality medical services.

The study of the properties of public-private partnership in general, and its application in the health system in particular, makes it possible to conclude that it has both positive qualities and the risks of successful application in the interests of its participants.

The main advantages of public-private partnership in the medical sector include:

- effective development of public health facilities;
- improving the quality and accessibility of medical services;
- introduction of innovative forms of financing;
- stimulating entrepreneurship and introducing new management methods;
- attraction of additional financial resources;
- successful implementation of large infrastructure objects;
- the latest technologies and modern medical equipment;
- providing decent wages to medical workers;
- ensuring economic prosperity and social growth and improving the quality of life of citizens [2].

– the potential risks, in our opinion, include:

- bureaucratic obstacles and administrative barriers;
- excessive power control over partners;
- high cost of management;
- unstable political situation;
- corruption schemes in the health care system;

- imperfection of the current taxation system;
- transition of budget funds into shadow turnover;
- improper level of legal regulation;
- inconsistency of actions of participants in public-private partnership;
- insufficient number of highly skilled personnel at all levels of management;
- long implementation period;
- lack of information on the benefits of PPP projects.

The main directions of the use of PPPs in the domestic health care system are the following ones.

- 1) targeted training and medical postgraduate education;
- 2) organization of internship of Ukrainian doctors in the leading clinics of the world;
- 3) development of medical instrumentation and pharmaceutical industry;
- 4) implementation of high-tech medical care;
- 5) development of voluntary medical insurance.

Cooperation of business structures, public administration and the public sector with the implementation of PPP projects will ensure the development of new forms of management, reduce the burden on the state budget, stimulate business and help solve a number of socio-economic problems in our country.

References:

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