

І.П. Кінаш, Л.М.Савчук

Ivano-Frankivsk National Technical University of Oil and Gas,
Ivano-Frankivsk, Ukraine

irinakinash@gmail.com

liliua.savchuk@ukr.net

**METHODOLOGICAL ASPECTS OF ECONOMIC
SUSTAINABLE DEVELOPMENT OF HEALTH CARE**

Summary: The article is aimed at the study of the methodological support of sustainable development of the health care sector of the state. The economic principles of development of the studied sphere are highlighted. The economic processes, which have the most significant influence on the development of the industry in the conditions of market transformations, are determined. The emphasis is on identifying the principles and factors of development. The essence of philosophical and general scientific principles of knowledge of development is revealed. The principles, which are regulated by the legislation of Ukraine on health care, are highlighted. Specific principles of the economic provision of sustainable development of the health care sector of the state are formed. The factors of development of this sphere are outlined, namely: economic social, ecological, and political. The peculiarities of their influence on the health of a person are revealed

Keywords: *healthcare, growth factors, health, sustainable development*

INTRODUCTION

In the conditions of the country's transition to sustainable development, human health is important, because it is this source of wealth of the state. Only a physically and spiritually healthy nation is capable of overcoming a deep economic crisis and, on this basis, will significantly improve its welfare, its social status, and ensure the prospect of social development. Abnormal changes in the natural environment, environmental imbalance, a sharp deterioration in the economic and social situation of society, social problems, and a significant decrease in the level of material provision negatively affected the physical condition of a person and, thus, her health.

The profound transformations that are taking place in Ukraine today require from the domestic economic science a deeper theoretical understanding of new economic realities that will reveal the principles and factors of economic sustainability of the health sector's development. Healthcare is a branch of the state whose purpose is to organize and provide affordable medical care to the population. The aim of the industry is to support the health of the nation. It should be noted that for a long time it was believed that the problems of public health are the object of research only in the medical sciences, and therefore, the economic aspects of health care and medical care were not explicitly investigated. The isolation of the economic fundamentals of the sphere of health care as a branch took place only in the second half of the XX century. This was due to a number of reasons, namely:

- in the 20th century the sphere of services and in particular the medical sphere is rapidly increasing, and their socioeconomic significance also increases. And although medicine is "old as the world", but in the 20th century it was formed into a social industry that attracted millions of people. Since the object of research has grown so rapidly and considerably, the scientific interest in it has grown accordingly;
- healthcare has also manifested itself as an extremely resource-intensive industry, capable of using various material, financial, labor and other resources;
- in the XX century. health care has been considered as an economically profitable branch for investing funds;
- understanding the expediency of studying the socio-economic patterns of the formation and use of material, labor and financial resources, aimed at improving the health care system and medical and social provision of measures to strengthen the health of the population;
- the necessity to analyze the form of manifestation of economic laws in the field of health care.

Currently, the health sector operates in a market economy that has a significant impact on the economic processes that take place in it. Consider the peculiarities of the manifestation of market ambushes:

1. First, the market is motivated by the issue of health in general, as well as the relation of each person (patient) to their health. This leads to a change in the paradigm of health care, the formation of qualitatively other types of economic thinking, the styles of practical economic behavior of the industry.
2. Secondly, there is a rapidly increasing change in the volume of paid and semi-medical (health insurance) health care services provided to the population.

3. Thirdly, the actual change in the economic status of a medical institution is carried out. At the same time, the medical treatment and prophylactic institution becomes more and more acquainted with the economic features of the enterprise that produces and renders services.

4. Fourthly, changes in the status of a medical institution lead to a change in the nature of economic ties that arise in their activities (economic agent).

5. Fifthly, there is a significant variety of forms of ownership and types of management in healthcare, which is both a condition and a consequence of market development.

6. Sixth, as a result of the implementation of economic activity in a variety of economic forms, under the influence of the market in a wide range of changes and the economic situation of the health worker himself.

The purpose of the article is to study the principles and factors that influence the sustainable development of the country's healthcare sector.

RESULTS

An important methodological role in the study of aspects of the formation of the social sphere is played by philosophical and general scientific principles. The role of the principles lies in the fact that they are the most generalized form of the logical organization of scientific knowledge. The general scientific principles include: the principle of objectivity, determinism, development, co-evolution, value, and others. Such principles capture the main points of modern scientific paradigms and help to gain new knowledge. Consider the above mentioned principles in more detail.

The principle of objectivity reflects the ability of the subject to recreate the laws of the development of the object, to reflect its properties in cognition.

The principle of development characterizes the patterns of changes in the social object, depending on the specific conditions of existence in space, time, system of relations. Its role is due to the fact that it reveals the driving forces of the evolution of any economic system (including social); the direction of its development; the emergence of new essential and qualitative aspects of the system and its components; explains the emergence of new laws and regularities on qualitatively new stages of the evolution of a particular economic system, and so on.

The principle of systematic allows you to see the object of research as a certain integrity and as an element of a more complex system. A system is called a set of elements that are related to each other and which form a certain integrity. In order to investigate any phenomenon or process, it is necessary to portray them from the standpoint of the regularities of the system integer and the interaction of parts that make up it. As a result of research, the object appears as part of a global system of general communications. The system approach requires the researcher to conduct the study of the object at once in several directions in order to fully cover all the links and mediation [1, p. 173]. This approach involves identifying the principles of the hierarchy of system elements, the forms of communication between these elements. The principle of determinism characterizes the causal relationship between phenomena: one phenomenon (cause) generates another (the consequence). The connection of cause and effect is necessary. After all, in the presence of certain causes and conditions, the inevitable consequence that will always be generated by this cause and conditions in all other cases is inevitably. The consequence is the very cause of a new phenomenon, which in turn will cause the next phenomenon, which is called the cause-and-effect chain. Modern determinism presupposes the

existence of various objectively existing forms of interconnection of phenomena, namely, spatial and temporal correlations, functional dependencies, the relation of symmetry, the interaction of elements in systems, the interdependence of parts and the whole, the relationship of states in motion and development, etc. [2, with. 158].

Valuable principle (axiological) means that a person sees a certain significance in phenomena. Events are welcome or undesirable. It is in the attitude of man to the phenomenon and reflects the significance of this phenomenon. In society, the phenomena vary in their degree of significance, because they play a role in public practice. The significance of individual events may vary not only in terms of their impact on the development of society, but also on the nature of this influence [1, c. 196 - 197].

The principle of historicism is the principle of dialectics, the main requirements of which are the study of the current state of development of the sphere of health protection, its genesis, the identification of the trends of subsequent development, as well as the justification of economic laws and categories and their hierarchy. Historicism is identified with the consideration of phenomena in their movement from the past to the present. But this is just one of the points of this principle. This principle is applied to the modern one in such a way that it is defined not only as a product of the past but also as a condition for the attainment of the future. It is this principle that allows us to explain the future in general terms. The study of the peculiarities of the economic provision of the sustainable development of the health sphere involves a certain sequence of steps, namely:

- definition of its mature form, within which the relevant economic laws are active and adequate contradictions develop;

- studying the laws and patterns of formation, development, functioning, decline, its transition to a more perfect system;
- elucidation of the main stages of the development of the system of contradictions in general, elements of this system in particular;
- research of qualitatively new forms of development;
- identification of the most important quantitative parameters, a comprehensive analysis of the preconditions, the degree of their maturity and the mechanism of their interaction, the identification of sources and driving forces of development;
- disclosure of the qualitative specifics of such stages, degrees due to economic laws and the corresponding contradictions;
- in the study of the trends of the next development of healthcare should be based on a comprehensive analysis of existing laws and laws and their inherent contradictions, trace the most important forms of their movement, the possibility of transformation of individual components.

The complex application of the principle of historicism involves the use of methods of induction and deduction. To understand the laws and laws of the society, it is important to use the principle of co-evolution, which explains the relationship between the various developing systems (in our study - the system of management of the industry, the state of health of the population, etc.), taking into account their interaction. This principle can be used in combination of economic, social and environmental. This is due to the fact that social relations are the first most closely connected with economic relations the form of their manifestation in the system of social relations [3, p. 105].

In addition, it should be noted that for the development of the health care state allocated specific principles. Thus, according to the Ukrainian legislation on health care, which is based on the Constitution of

Ukraine and consists of the Fundamentals of the Ukrainian Health Care Law of 19.11.1992 (as amended and last amended on December 25, 2015), the main principles of health protection I have in Ukraine [4]:

- recognition of health care as a priority direction of society and state activity, one of the main factors of survival and development of the people of Ukraine;
- observance of human and citizen's rights and freedoms in the field of health protection and provision of related state guarantees;
- humanistic orientation, ensuring the priority of universal values over class, national, group or individual interests, increased medical and social protection of the most vulnerable groups of the population;
- equality of Citizens, Democracy and Accessibility of Health Care and Other Health Services;
- compliance with the tasks and level of socio-economic and cultural development of society, scientific substantiation, material and technical and financial security;
- orientation to modern standards of health and medical care, a combination of national traditions and achievements with world experience in the field of health care;
- preventive and preventive, a comprehensive social, ecological and medical approach to health care;
- multifaceted healthcare economy and multi-channel financing, combination of state guarantees with encouragement of entrepreneurship and competition;
- decentralization of public administration, the development of self-governing institutions and the independence of health workers on a legal and contractual basis.

Given the complexity of the legal regulation of healthcare relations, some principles have been reflected in legislative acts, in particular in the Laws of Ukraine: "On ensuring the sanitary and epidemiological well-being of the population" [5] (preventive and preventive character, comprehensive social, ecological and medical approach to the decision of health issues). "On Medicines" [6] (the principle of material and technical and financial security). "On donation of blood and its components" [7] (principle of orientation to modern standards of health and medical care). "On Local Self-Government in Ukraine" [8] (principle of decentralization of public administration). "On Psychiatric Care" [9] (on the humane attitude to mentally ill persons).

In addition to the above-mentioned Laws, the principles of public health are disclosed in the Civil Code of Ukraine [10], the Code of Labor Law [11], the Code of Ukraine on Administrative Offenses [12], the Criminal Code of Ukraine [13], etc. The Decree of the President of Ukraine "On Measures to Improve the Conditions for the Functioning of Health Care Institutions in Rural Areas" of January 28, 1999, No. 95/99149 [14], confirmed the principle of recognition of health care as a priority area of activity of society and the state. The Decree of the President of Ukraine "On the Concept of Development of Public Health of the Population of Ukraine" [15] consolidates the principles of decentralization of management, strengthening of the independence of health care institutions and multi-channel financing.

Not only the state creates conditions that are aimed at preserving health, but citizens of Ukraine are obliged:

-take care of their health and health of children, not to harm the health of other citizens;

- in the cases provided for by law, undergo preventive medical examinations and vaccinations;
- to provide urgent assistance to other citizens who are at a dangerous level for their life and health;
- perform other duties provided by health care legislation.

According to the World Health Organization, people will strive to provide health for all. A well-informed and motivated population that is actively involved in the work aimed at achieving this goal takes the most active part in determining the priorities, as well as in the adoption and implementation of those or other decisions. This approach allows the best use of available human resources, raising people's awareness of their own significance and self-knowledge, and encouraging various forms of social support [16]. We have identified the specific principles of economic support for the sustainable development of the health sector (Fig. 1).

The principle of social priority is decisive. This principle aims at social policy to achieve the welfare of the population, stimulating its social activity. A state that adheres to basic social principles guarantees the social protection of a citizen.

Social security of a person is achieved by granting the right to receive socially equal conditions for the full harmonious development of the abilities of all members of society. The basis for a new modern paradigm of the development of the domestic health care system should be the understanding that it is not a loss-making, but a priority and most promising area. It is necessary to transform it from socially expense to social investment. Investments into a person, its potential become strategic [17].

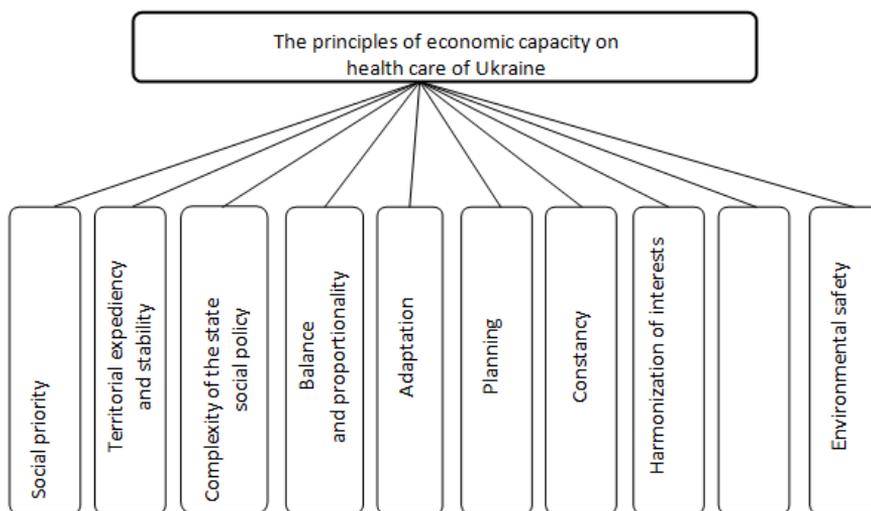


Figure 1- Specific principles of economic support for the sustainable development of the health sector.

Source: proposed by the authors

The principle of balance and proportionality requires consideration of the essence and multiplicative dependence of the current healthcare sector on the elements of the productive forces of the territory, since they represent a single system of social development. Developing the main directions of economic support for the sustainable development of the health sphere should take into account all the multifaceted set of socio-economic consequences caused by changes in any of its factors.

The principle of the complexity of state social policy involves the provision of both the development of health care and other spheres of public life. However, the state here acts as the guarantor of a minimum of social and medical support for all, regardless of their past efforts to deduct from wages. In this case, the principle of social solidarity, based on the concept of social justice, operates. According to the principle of solidarity, financial income of individuals should not depend on their health status in the previous period, but on solvency, but medical care

should be provided regardless of solvency, and based on the needs for health protection [18]. Characteristic of public health systems was financing through general taxation with the subsequent distribution of collected funds. The national health system implies equal rights to receive medical care for all citizens, control over the functioning of the system by the parliament, transparency.

Important is the principle of adapting structural changes to the needs of the market and world standards. It is about deep transformations, the formation of a market environment, the implementation of the European and world economy and political structure, the development of processes of globalization and regionalization. Adaptation of health care to market conditions is related to the formation of social policy based on the use of marketing research results, flexible structural changes to determine the directions of transformational transformation. It requires modeling of the transition of the investigated sphere to new structural changes and taking into account the consequences of these changes in the state social policy.

The principle of planning implies an informed, organized policy for the development of healthcare for the benefit of people and society. The principle is based on the synthesis of state regulation, planning and economic forecasting. Of particular importance is the principle of the transition of the state to sustainable development.

The principle of sustainability is aimed at preserving, recreating and developing the healthcare sector in the mode of social orientation and balance. This principle involves taking into account the consequences that can negatively affect sustainable social development in the long run. Consequently, in the strategic sense of the essence of this principle is the

need to combine the whole set of factors of development of the investigated sphere.

The principle of harmonization of interests involves the harmonization, the optimal unification of the interests of the country, society with the interests of the person in the course of all measures concerning the development of health care.

The principle of legality requires compliance with the requirements of the Constitution and the current legislation in the territory of the country when carrying out state measures to regulate the economic provision of the health care sector of the state. The consideration of this principle leads to subordination of the foundations of the state social policy and its corresponding forms and methods of organization of social, economic and other relations to normative documents and legislative acts at the state, regional and local levels, as well as to the harmonization of international standards ISO 14000. The consideration and realization of this principle will facilitate , in our opinion, the effectiveness of management in this area, ensuring the consolidation of state programs in the direction of increasing the quality and raising the standard of living of the population.

The principle of ecological safety is necessary in the transition of the state to sustainable development. Its essence is that it is foreseen the formation of new social organizations and departments that are capable of solving environmental problems and reducing any environmental hazards that affect human health. To address the environmental impact on the health of the population, it is necessary to develop mechanisms for cooperation between the Ministry of Health, the Ministry of Emergency Situations, the Committees for the Environment and the Ministry of Education and Science. In order to ensure the proper state of the

environment, which will lead to the improvement of health in cities and villages, it is necessary to develop a set of measures to ensure environmental safety and maintain ecological balance in the country.

To ensure the sustainable development of the health sector, it becomes extremely urgent to study the factors that have an impact on its development. Changes in health care are closely linked to changes in other areas of society's life. Trends in this relationship, their cause-effect dependencies are not just diverse and complex, but also somewhat interdependent and regulated. Determinability of the economic provision of health care to economic conditions is manifested through a complex system of interconnected factors influencing society's life.

Thus, the external environment is a necessary background in which the healthcare sector operates indirectly. On the other hand, the specifics of this sphere, its essence are determined primarily by the internal nature of the components. External influences are refracted through internal properties and give rise to contradictions. Materials of research indicate that life forms the health of a person and occupies about 50-55% of the specific of all factors that causes it. Other factors that directly affect health include:

- ecology (influence of the environment) - 20-25%;
- heredity - 20%;
- health care - 10% [19].

Thus, we will highlight the factors of development of the health sector of the state (Fig. 2). These, in our opinion, are:

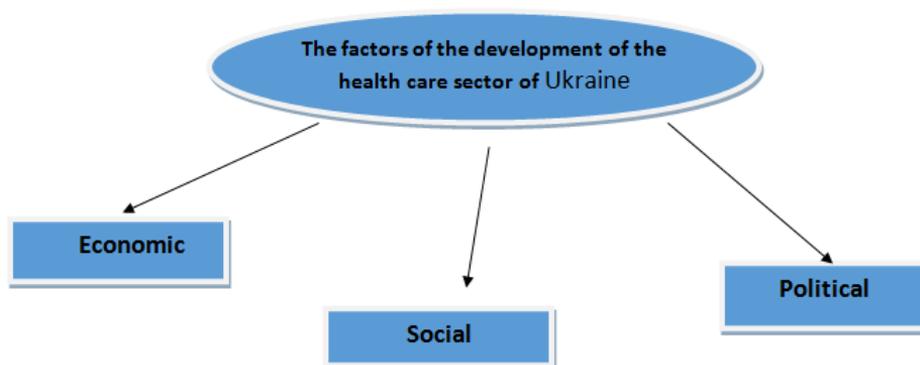


Figure 2 - Factors in the development of the health care sector in Ukraine
Source: proposed by the authors

Find out the essence of these factors.

- Economic, related to the level of socio-economic development of the country; the level of cash incomes of residents and their differentiation among separate social groups; the achieved level of consumption of goods and services, with the structure of the individual consumer budget; working conditions, level of qualification; the level of employment of the population.
- Social, related to the level of medical services, level of education, organization of rest, living conditions of the population, social protection, the state of transport infrastructure, negative social phenomena of society (crime level, etc.)
- Environmental, related to the state of air, water, soil, climate.

It is known that the beginning of the XXI century. was marked by the fact that due to the scientific and technological revolution and the urbanization of our planet, the environment is steadily deteriorating and people are no longer able to adapt to these rapid and global changes. In

addition, the problem of demographic explosion and the limited natural resources and living space of the Earth has become.

Anthropogenic contamination of the environment is no less a threat to humans. Chemical, radioactive and bacteriological pollution of air, water, soil, food, as well as noise, vibration, electromagnetic fields, ionizing radiation, etc., lead to serious pathological phenomena in people's bodies, and deep genetic changes. This leads to a sharp increase in diseases, premature aging and death, the birth of disadvantaged. On the background of the action of negative environmental factors on human organs there are such diseases as oncological, cardiovascular diseases, dystrophic changes, allergies, diabetes, hormonal dysfunctions, disorders in the development of the fetus, damage to the hereditary cell of the cell.

The social and economic conditions that provide people with normal nutrition, clean water and satisfactory sanitary and hygienic standards, ultimately affects the health of the population. No less influences on it are production processes, which ignore the fact of the pollution of jobs at the enterprises or its locality by various hazardous waste. Malnutrition, alcohol use, smoking, lack of exercise are at the heart of many widespread illnesses. And this, in turn, is associated with economic conditions and state policy.

The above conditions of the environment determine the health status of the population. Where starvation and dirt dominate, infectious diseases and high child mortality are a common occurrence. Overeating, sedentary and smoking affect the health of the middle generation, contribute to the development of diseases of the cardiovascular system and tumors. Where the production process is not controlled, occupational diseases and early death occur in mines, factories and in the field of workers.

Due to the catastrophic deterioration of the environment, the overall level of health of the population of Ukraine in recent years has fallen sharply. Significantly increased the number of cardiovascular diseases, especially myocardial infarction, ischemic heart disease, vascular diseases of the brain, bronchial asthma, diabetes, allergic diseases and diseases of the digestive system, cancer diseases. Genetic processes have broken down, the birth of children with different hereditary diseases has increased by two to four times.

CONCLUSION

In order to identify the peculiarities of the functioning of the health care sector, one should study the trends of each of the above factors, which will be the subject of further scientific advancements. The authors, selected by the authors, will contribute to the identification of the specifics of the management of the industry, the knowledge of the objective laws of its development, the determination of the degree of dominance of certain laws and laws in the general process of its functioning. This will enable us to work out the directions of ensuring sustainable development of the health care sector of the country.

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