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**Basic principles and features of healthcare strategic management:  
a case of Ukrainian health care**

In nowadays national health care requires significant changes in its management system, as well as in the management of health facilities. Improving the process of strategic management is one of the most effective means that are designed to increase the efficiency of management of modern healthcare institutions in Ukraine. So, the purpose of this study is to determine the fundamental principles for the implementation of strategic management in healthcare institutions of Ukraine, taking into account international experience and practice. The main methods that were used in the study are data synthesis and analysis, generalization and comparison. The object of the study is the healthcare sector of Ukraine. The practical significance of the results of scientific research is to determine the general principles of strategic management of healthcare institutions, which is important for increasing the efficiency of healthcare institutions in Ukraine. The article describes the factors affecting the activities of modern healthcare institutions. It is argued that strategic management is a tool to influence these factors. It is proved that strategic thinking is a prerequisite for the head of a health care institution, since he is the intellectual and innovative leader of all the changes occurring in health care institutions. It is concluded that the need for applying strategic management in the activities of medical institutions is quite high, however, there are a number of factors that complicate this process, namely the incompetence of senior personnel, limited financial and organizational resources, lack of motivation for development, and the like. So, the author noted the need to create appropriate conditions for the implementation of the strategic management function, should be ensured by the formation and development of the managerial capital of healthcare institutions. The emergence of effective innovative, strategically active healthcare institutions and increased competition in the medical services market leads to the need to develop mechanisms for applying strategic management in the management of these institutions, as well as to strengthen the role of the head of the medical institution as a strategist and innovator. Today, health care facilities operate in an environment of constant dynamic change. So, managers need to cope with these turbulent changes and do so, for institutions to gain a competitive advantage from these changes, avoiding new threats. Modern leaders require a new type of thinking - proactive and critical, which is strategic thinking. So, modern medical management requires the development of a scientifically based management and development strategy for healthcare institutions. The development of tools and methods for the strategic management of healthcare institutions on the basis of the creation and development of an appropriate scientific theoretical and methodological base that takes into account the specifics of the healthcare industry is a prerequisite for further reform of the national healthcare sector and the formation of public policy in this area.