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## **MEDICAL ENTREPRENEURSHIP IN THE CONTEXT OF THE TRANSFORMATION OF THE HEALTHCARE FINANCING SYSTEM**

The article provides an analysis of the essence and specific features of the development of medical entrepreneurship under the transformation of the healthcare financing system in Ukraine. The purpose of the article is to examine the economic, organizational, and managerial nature of medical entrepreneurship, to determine its role within the modern model of healthcare system functioning, and to identify the key factors, opportunities, and constraints of its development. The author's contribution lies in the systematization of theoretical approaches to the interpretation of medical entrepreneurship, the clarification of its essential characteristics as a specific form of socially oriented economic activity, as well as in the development of a generalized model of its functional characteristics and the systematization of barriers and risks associated with its development under conditions of financial transformation of the sector. The scientific novelty of the obtained results consists in the comprehensive substantiation of medical entrepreneurship as a meso-level integrator between public healthcare financing policy, the organization of medical activity, and the demand for medical services, as well as in identifying the relationship between the new financial model and the transformation of managerial behavior in healthcare institutions. The practical significance of the research results lies in the possibility of their application for improving mechanisms of support for medical entrepreneurship, enhancing the efficiency of healthcare management, developing strategies for financial sustainability of healthcare institutions, and facilitating their adaptation to the contractual model of financing. The study establishes that the transformation of the healthcare financing system contributes to the intensification of medical entrepreneurship development, increases the efficiency and innovativeness of healthcare institutions, while simultaneously exacerbating the problems of unequal starting conditions, dependence on state contracting, workforce constraints, and managerial capacity. It is substantiated that the effectiveness of medical entrepreneurship depends on the ability to combine economic performance with the

social mission of the healthcare system. The feasibility of a comprehensive approach to supporting medical entrepreneurship, encompassing institutional, financial, human resource, and managerial development mechanisms, is demonstrated. The proposed approaches can be applied in the formulation of public healthcare policy and in improving managerial practices at the level of healthcare institutions.

**Keywords:** medical entrepreneurship, healthcare, transformation of the financing system, medical institutions, managerial autonomy, financial sustainability, medical services.