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## **PREVENTIVE APPROACHES TO HEALTH MANAGEMENT AT MACROECONOMIC AND MICROECONOMIC LEVELS**

The article substantiates the need to apply preventive approaches to health care management at the macroeconomic and microeconomic levels. In today's conditions of increasing global challenges, the spread of infectious diseases, as well as the impact of military conflicts, the need for a systemic and preventive approach to healthcare management at both the macro and micro levels is becoming particularly urgent. This approach involves considering healthcare not as a set of individual reactive measures, but as a holistic, strategically managed system focused on risk prevention, early detection of threats and minimizing their consequences. At the macro level, this means forming a sustainable healthcare system capable of effectively responding to epidemics and crisis situations, ensuring a balance between social and economic goals of society's development. At the micro level, systemicity is manifested through the integration of health, safety and well-being into the development strategy of enterprises, where disease prevention and the creation of safe working conditions become an integral part of management decisions. It is the combination of a preventive vision and systemic management that allows not only to reduce the risks of losses for the economy and business, but also to ensure the long-term sustainability of socio-economic development.

It is noted that in the conditions of globalization and war, the "contact" of the population is increasing, which may threaten the faster spread of infectious diseases. At the microeconomic level, it is also necessary to apply preventive measures in the management of employee health care to prevent unforeseen additional costs associated with the absence of employees at the workplace. Today, there are specific positive manifestations of the practical implementation of preventive measures for health care at the macroeconomic and microeconomic levels. In particular, health care spending has been increased in this year's state budget, as well as existing norms for labor protection spending for entrepreneurs.

**Keywords:** preventive measures, management, health care, macroeconomic level, microeconomic level.