

# **Master's Degree Program in Healthcare Management**

## **Master's Thesis Abstracts**

**2019-2020 academic year**

## **Genadi Enjibadze - Marketing Management and Results of Medical Activities**

**Head:** Tamar Koblianidze, Academic Doctor of Economics, Associate Professor

**Annotation:** Even in the medical field, marketing is the main tool for the effective work of the organization, which, if sent correctly to the market, provides a large army of satisfied patients. However, healthcare, as a specific field of services, has its distinctive features, without which there is no successful marketing activity. The main tool of effective work is providing a large army of satisfied patients in case of correct shipments to the market. However, the healthcare and medical fields are very specific, without which success is unimaginable.

**The goal of the research** is to discuss the theoretical aspects of marketing and its importance in healthcare. In the field, to study the specifics of the medical services market, the healthcare system functioning and key participants of the system; Introduce us to Georgia Healthcare.

**System Structural Analysis and Medical Service Providers.** One of the main

The aim is to study the peculiarities of marketing management of medical institutions.

**The subject of research is the peculiarities** of marketing functioning in medical institutions. The object of research is medical within the Georgian healthcare system

Institutions and patients using their services.

**Nino Jibladze - a modern quality management of a medical institution Paradigms 2019-2020.**

**Head: Tamar Koblianidze, Academic Doctor of Economics, Assoc. Professor**

**Annotation:** The paper provides information on how the quality management system is controlled by medical institutions and manages activities that are directly or indirectly related to the user. With needs and satisfaction. The quality management system allows the hospital to have a systematic approach to achieve its goals, to help improve the quality of services. The aim and objectives of the paper are to understand the essence of the quality of medical services and to draw relevant theoretical and practical conclusions. To do this we set a task to understand the current state of service quality management in the hospital sector of the Georgian healthcare system. Get acquainted (gain, obtain) with present-day techniques that came from Service and Quality.

**Consider service as a specific type of product.** The stages of evolution and the internal and external factors that affect it, how the state regulates all this (licensing, certification, guidelines, protocols) by law. An important task was to conduct a patient and physician satisfaction survey, which aims to study the attitudes of the population and physicians employed in the hospital sector towards the quality of medical services, analyze and develop relevant recommendations. The research object of the community is the quality of services in the healthcare system of Georgia, and the subject is the hospital sector.