

Master's Degree Program in Healthcare Management

Master's Thesis Abstracts

2020-2021 academic year

Annotation Management in the field of medical services is a scientifically based synthesis of goals, forecasting, planning and implementation processes. Management is crucial in the long run to ensure sustainable development and high competitiveness of complex socio-economic systems based on motivation, innovation, growth and efficient use of economic and human potential.

Quality management is part of the overall management process. A leading role in the quality management system belongs to management at all levels. The problem of quality assurance of medical services requires organizational, regulatory, educational measures from complex managers, the use of training, control, material and disciplinary arsenal.

In the quality management process, the key is to identify problems related to quality components: structure, process, outcome, management.

The most complete and comprehensive assessment of quality is given when all the features of the examined healthcare facility are taken into account. The study of the quality of medical services is carried out in a multi-stage and multi-factor system of the service process.

The aim of the research is to investigate the quality management of medical services in medical service facilities in Georgia.

Based on the purpose of the research, the following tasks were developed:

- Analysis of the problem of quality of medical services;
- Approaches to determining the quality of medical services in Georgia;
- Identifying the socio-economic content of medical activities;
- Signs of quality medical care;
- Study of state and departmental quality control aspects of medical services;
- Analysis of internal quality control issues of medical services;
- Study of the rules and standards of medical services as a key indicator of the quality of medical services.

The methodological basis of the research is comparative method, statistical and historical method, doctor-patient relationship analysis

The scientific significance of this study lies in the identification of quality problems in medical practice, as well as in the development of special recommendations on certain aspects of medical regulation in the field of quality.

The subject of research is the peculiarities of the quality of service in medical institutions

The object of research is medical within the Georgian healthcare system

Institutions and patients using their services.

Structure and volume of the master's thesis: The thesis consists of an introduction, scientific literature review, methodology, results, conclusions, recommendations, used literature and appendix. The paper includes 56 printed pages.

Keywords: quality of medical services, management, medical facilities, doctor - patient relations.

annotation. The image of a medical company in the medical services market is crucial because a person carefully chooses a medical facility that is ready to help improve a patient's health. Therefore, the owners of such companies should pay special attention to the marketing technologies that will create a positive image for them and attract customers. Public relations and marketing is one of the most important and necessary technologies.

The aim of the research is to determine and analyze the specifics of the use of marketing communications complex for medical purposes. Clinic LG Marketing Communications Strategy Research.

To achieve this goal it is necessary to solve the following tasks:

Analysis of the characteristics of the medical services market and the medical services as a whole;

Determining the specifics of the behavior of the users of the services of the medical institutions, which influences the principles of using the elements of the advertising complex;

Characterization of medical service providers

To study the role and place of the elements of the communication policy and marketing communications complex used by the medical services market enterprises;

Study of patients' attitudes towards the use of elements of marketing communications complex by medical institutions

Study of marketing communication strategies used by medical institutions

The subject of research in the paper is the process and methods of managing the marketing communications of medical and prophylactic enterprises in the medical services market.

The object of research is the medical system of the Georgian healthcare system; Institutions and patients using their services. On the example of the multi-profile clinic "LG".

The methodological and theoretical basis of the research is the methods of modern economic theory, marketing theory, marketing communications, interactive communications, social psychology, as well as comparative analysis, joint and factor analysis. Scientific papers and publications of local and foreign researchers are studied.

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Keywords: marketing communications, communication policy, marketing communications management, medical services market.