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**THE PRINCIPLES FOR THE ACTIVITIES OF STATE MEDICAL DENTISTRY  
ESTABLISHMENTS IN THE MARKET CONDITIONS**

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At present the problem of effectiveness and quality in medical services is urgent for the health services in Belarus. The important prerequisites for its solving is the resource providing for this branch as well as their rational application, the development of the alternative sources of financing, creating conditions for introducing up-to-date high technology methods of treatment. This essentially new stage is connected with the health services reforming and with the developing market relations. A number of objective factors allow to say about the market of dentistry (stomatology) services that are being realized in the state sector (48-50% in the whole value of medical services requiring payment) as well as in the developing private sector (21,6% in the whole value of medical services requiring payment). The main part of Belarus population obtains the dentistry service in state health service establishments. However, as is obvious from practice, the economic problems of these establishments have not been solved.

The complex investigation of the problem of forming the effective dentistry services market gave us the possibility to develop the principles for the state medical establishments activities in the range of dentistry services, including: individual interaction between consumers and providers of the dentistry services, this being determined by the heterogeneity and the individuality of the dentistry service, the budget support for these establishments, that being determined by the principle of availability and equality in getting dentistry services as well as by the principle of solvent demand; providing their self-dependency on the base of the principle of self-repayment, and defines the opportunity of consumers' choice, i.e. patients should have the right to improve dentistry services (diagnostics, kinds of treatment, services) by paying themselves.

The carried out analysis of the dentistry services market state and its development in the Republic of Belarus shows that the demand to obtain high quality dentistry help is determined by the variety of dentistry services forms.

At the same time it is not the quantitative expansion of the demand due to new patients that occurs but the qualitative one due to the expansion of the services sphere for the patients.

That is confirmed by increasing the dynamics of paid stomatology services realized by state health service establishments from 3,7% in 2004 to 10,6% in 2008, and by investigating the consumer's preferences through the sociological inquest of Minsk residents.

The possibility for the economic activities of state medical establishments (providing paid dentistry services) as the form of involving supplementary resources to finance these establishments allows to decrease the dependence from the republic and local budgets (this being urgent in the present situation of low finance budgeting) and ensures their economic self-dependency on the principle of self-repayment and effectiveness while applying all available resources.

This demands to increase the effectiveness of the management activities by expanding the financial management and the system of management controlling, as well as by budgeting as the instrument for balancing the demand and the offer in dentistry services, decreasing their costs. Such instruments application allows to develop the mechanisms for controlling the dentistry services market and to find the ways to minimise the production costs and the cost of dentistry services as well as to increase the competing characteristics of the medical dentistry establishments activities.

**ПРИНЦИПЫ ДЕЯТЕЛЬНОСТИ ГОСУДАРСТВЕННЫХ МЕДИЦИНСКИХ ОРГАНИЗАЦИЙ,  
ОКАЗЫВАЮЩИХ СТОМАТОЛОГИЧЕСКИЕ УСЛУГИ В УСЛОВИЯХ РЫНКА**

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*Принципы деятельности стоматологических организаций с учетом особенностей предоставления стоматологических услуг, включающие: индивидуальное взаимодействие потребителей и производителей услуг; бюджетную поддержку государственных стоматологических организаций и обеспечение их самостоятельности на основе принципа самокупаемости; повышение эффективности управленческой деятельности путем бюджетирования как инструмента сбалансированности спроса и предложения стоматологических услуг и снижения издержек при их производстве.*

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**ПРОБЛЕМЫ ЭФФЕКТИВНОСТИ И ИЗМЕРЕНИЯ УРОВНЯ  
КОНЦЕНТРАЦИИ ПРОИЗВОДСТВА**

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Опыт развитых стран показывает, что концентрация производства в этих странах затронула лишь отдельные отрасли сельского хозяйства [1]. Одной из сельскохозяйственных отраслей, в которых концентрация производства может быть эффективной является плодоводство.

Мы изучили влияние концентрации на эффективность отрасли плодоводства в хозяйствах Гродненской области (табл. 1).