

DEVELOPMENT CONSTRAINTS OF MEDICAL SERVICES' EXPORT OF THE REPUBLIC OF BELARUS

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The issue of increasing of the medical services export is acute in the Republic of Belarus. The elimination of factors constraining the development of the export of medical services will have a positive impact on the entire economy of the country and on the health care.

Keywords: export, medical services, economy, constraints.

The increase in the export of the Republic of Belarus is one of the priority areas of socio-economic development of the country. Medical services are one of the promising areas of the country's services export. The development of the export of medical services leads to the creation of new jobs in many sectors of the national economy, the development of infrastructure, the improvement of the quality of services for both foreign patients and citizens of the Republic.

The analysis of the existing system of support for the export of medical services has allowed to identify a number of factors constraining the development of the medical services export of the Republic of Belarus: the lack of statistics on foreign patients entering the Republic of Belarus for treatment [1]; there is no comprehensive state support for the export of medical services; low level of interaction between health care institutions providing medical services and organizations providing support, transport services, resettlement and food [3]; the absence of the Republic of Belarus in the system of international accreditation [2]; payment for medical services by foreign patients in Belarusian rubles [4], which provides the need to search for exchange offices for exchanging the national currency for the Belarusian ruble, as well as exchange rate differences, etc.

In our opinion, it is necessary:

- to create a single site that will bring together business entities of all forms of ownership and individual entrepreneurs who provide medical services to foreign patients on the territory of the Republic of Belarus or plan to provide them.

- to start training marketing specialists in the field of medical tourism in higher or secondary educational institutions, it is possible to create educational courses on this issue.

We believe that the solution of the identified problems will contribute to the increase in the export of medical services, the attraction of additional number of patients and their accompanying persons, the expansion of the range of services provided, as well as the improvement of the quality of medical services to both foreign and national patients.

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