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EUROPEAN EXPERIENCE OF PUBLIC ADMINISTRATION
IN THE FIELD OF EXPANDING PERSONNEL RESOURCE
OF HEALTH CARE IN RURAL AREAS

Despite the continued reform of the Healthcare industry in Ukraine, it is especially topical to improve its status in rural areas. It is dangerous that in difficult socio-economic conditions the amount of rural district hospitals is reduced with the intense pace. During 2010 - 2016 it was decreased by 74.8%. Instead, there is an integration of hospitals, which reduces territorial access to health services and negatively affects the implementation of health standards. There is used almost no exit form of medical care. Minor is the amount and quality of preventive medical measures. Over the past 10 years, almost all rural areas were not supplied with medical equipment and specialized medical transport. Not less urgent is the issue of personnel resources for health care in rural areas.

The problem of elimination the inequalities in the provision of health services between urban and rural areas is topical not only for Ukraine but also for many other countries. According to the International Fund for Agricultural Development (hereinafter - IFAD), which has been operating since 1977 within the UNO, with 1.4 billion people in the world living in the conditions of extreme poverty, 70% belong to the category of the rural population.

The topicality of overcoming disparities in health care for urban and rural residents stipulates the interest to the scientific grounding of necessary management measures. There is an increased interest in this problem by the European Commission and the relevant agencies. Among the foreign researchers who study various aspects of medical management services for the rural population, it is noteworthy to outline the research of K. Straume, J. Shaw, T. Lai, T. Habiht, T. Kahura, T. Hakobyan, M. Nazaretian, T. Makarova and others. The above mentioned problems are also studied by domestic theorists and practitioners.
Paper objective is to analyze the European experience in bridging the gap of inequality in health care between urban and rural areas and offer recommendations for public administration in the sphere of expanding the health workforce in rural areas of Ukraine.

In the context of realization the public policy of decentralization in Ukraine there is required a transition from state to state-public management form of health care that is about professional and active participation of NGOs in all aspects of the activities, forecasting, assessing the quality of health services, strengthening the role of self-governance bodies, the creation of clear and transparent reporting system of the public authorities to the public as the main consumer of social services. However, the successful implementation of reforms in rural medicine implies the existence of objective information on the level of socio-economic development of rural areas and their capacity to maintain social, including health, infrastructure. In this respect it is important to restore statistical surveys of socio-economic status of rural areas in Ukraine.

In addition to human resource management, an important role in providing medical staff in rural areas plays the function of strategic management of the health care system aimed at improving coordination between central and local levels.

Providing quality health services in rural areas is hampered by a number of problems associated with a lower population density, large distances trips both for patients and physicians, as well as unbalanced medical infrastructure and lack of scale economies. Using the European experience of public administration in the field of expanding the personnel resource of health care in rural areas, there is firstly the need to adjust the medical education on the state level: planning the return to the village of graduates from medical establishments; the regulation of financial incentives and professional support; an increased attention to ensuring the availability and accessibility of pharmacies and essential medicines in rural areas.
In Ukraine, there should be improved the system of financial and professional incentives of health workers in rural areas. There is also a need to reform the system of labor relations in the health care, which is closely linked to the processes of decentralization in Ukraine, structural changes in the medical field and new demands to ensure its development in market conditions.