Public administration of the system of medical rehabilitation is an integral part of state policy in the health care field. The urgency of the study is due to the growing role of medical rehabilitation in human life. Such factors as the global aging of mankind, the increase in the proportion of persons with chronic diseases; the emergence of people with a condition of remission or convalescence, which had previously been incurable, indicates the need to reorient national health systems to the growing needs of the community in rehabilitation medicine.

The article deals with the current state of state management in the field of medical rehabilitation. It was noted that the emergence of new factors negatively influenced the efficiency of public administration in this area as a result of the process of transformation of the national health care system. The financial costs borne by the state (employer, family) for the implementation of rehabilitation measures, by their nature, are direct investments with high profitability. It means, the state carries out effective rehabilitation measures for its citizens (especially the able-bodied age) that directly reduces the social costs for them, as well as indirectly increases the quantitative number of categories of taxpayers. The economic benefits to the state of rehabilitation of the elderly and the retired people are that their quality of life will be improved and they will less need external care, which will reduce the expenses of the state (families, person itself) for the provision of life in particularly and life in general.

Another economic advantage of timely and effective provision of rehabilitation assistance is that this reduces the length of detention of patients in hospitals, increases
the rate of bed cycling, and therefore, it is possible to optimize the activities of such an institution and reduce unproductive costs from its budget.

Based on the analysis of the terms "public health management", "medical rehabilitation", "rehabilitation", the author's definition of the term "state management of medical rehabilitation" is proposed, which means the comprehensive influence of the state (through the application of political, economic, social, legal remedies, practical measures, levers, incentives) to the hospitals who are carrying out their activities to ensure full renewal (or maximum compensation).

The basic problems and directions of improvement of mechanisms of state management in the field of medical rehabilitation as the subsystem of the national health care system are determined. These include the following issues: imperfect and unregulated legislative and regulatory framework; unification of standards for the provision of rehabilitation care, regardless of the subordination of the institution where it is provided; staffing of the rehabilitation process that does not meet the world and European standards; creation of own multidisciplinary rehabilitation teams (physician of physical and rehabilitation medicine, physical therapist, ergotherapist, logotherapist, social worker, psychologist, orthosis prosthetist, rehabilitation nurse).

The directions of further research in this area may be the development of a single state mandatory program for the development of medical rehabilitation and the provision of rehabilitation care and services; unification of the process of providing rehabilitation assistance, starting with a family doctor or any other specialist who first faces a person in need of medical rehabilitation, as well as improving the system of obtaining vocational education and ensuring the process of training specialists in this area. For today, the effective concept of integrating rehabilitation measures into providing primary health care protocols has not yet been developed. On the part of the professional education system there is a need to improve the qualifications of family doctors due to knowledge about rehabilitation measures.