

# **STAKEHOLDER MANAGEMENT IN THE FIELD OF MEDICAL SERVICES: CONCEPTUAL BASIS, SOCIAL AND POLITICAL DETERMINANTS**

Tamara Merkulova, DSc (Economics), Visiting Professor, University of Barcelona

Maryna Martynenko, DSc (Economics), Professor, Simon Kuznets Kharkiv  
National University of Economics

Oleksandr Potii, PhD Student, Karazin Business School, V.N.Karazin Kharkiv  
National University

# MAIN PROBLEMS OF HEALTHCARE SECTOR IN CONTEMPORARY CONDITIONS IN UKRAINE

The essence of the problem	Which stakeholders are most affected by this problem
Significant lack of material and technical base as a result of destruction and military operations with a sharp increase in the need for medical assistance, especially certain types of it (emergency, urgent, etc.)	Management, medical staff, shareholders and owners, patients, local authorities, Ministry of Health
A decrease in the investment attractiveness of projects related to the reconstruction of structures and buildings in connection with increased risks due to military actions and the growing need for such projects	Shareholders and owners of medical businesses, local authorities, patients
Shortage of medical personnel as a result of their outflow from medical institutions with increased demand for qualified medical specialists of a certain specialty	Managers of enterprises in the field of medical services, owners of medical businesses, patients
Connections between medical educational institutions and practice bases, which remained formally, de facto, severed as a result of the impossibility of conducting practical classes in some regions of Ukraine due to military operations, the impossibility for students to be in these regions. Many classes that used to be held in clinics are now held online	Medical educational institutions, students and entrants of medical educational institutions, enterprises in the field of medical services, patients
The change in the priority of medical services necessitates the revision of medical guarantee programs. A sharp shift in emphasis from planned to emergency medical care requires a review of funding priorities	The Ministry of Health, central and local authorities, insurance companies, patients and their relatives, companies in the field of medical services
Limited technical capabilities for the urgent entry of patient data into the electronic health care system due to the lack of light, communication and other circumstances	The Ministry of Health, central and local authorities, local communities, patients, enterprises in the field of medical services
Incomplete fulfillment of their obligations to hospitals on the part of outsourcing companies regarding the provision of catering services, transportation, etc.	Patients, enterprises in the field of medical services

# THE IMPORTANCE OF STAKEHOLDER MANAGEMENT IN HEALTHCARE SECTOR FOR ACHIEVING THE GOALS OF SUSTAINABLE DEVELOPMENT

Goal No	Goal name	The importance of stakeholder management in healthcare sector for achieving the goals
3	Good Health and Well-being	Achieving this goal depends on the quality of medical care, on the timely implementation of preventive measures. In the conditions of military operations, priorities regarding the types and methods of providing medical care are transformed. However, interaction with stakeholders plays important role, as it affects medical logistics, the speed of providing emergency care, and the availability of medical teams
4	Quality Education	The quality of medical education affects the quality of medical personnel produced by medical education institutions. In modern conditions, in certain regions of Ukraine, there are significant problems of interaction between educational institutions and practice bases as a result of military operations. The restoration of such interaction and the development of new mechanisms taking into account the current situation will contribute to the adaptation of medical education to the needs of the country.
9	Industry, Innovation, and Infrastructure	Any innovative project must include representatives of business, consumers, representatives of local communities and management bodies of different levels to take into account the needs of the market and society. As a result of military operations in Ukraine, these needs were transformed to the current situation, but this made the need for quick and timely involvement of stakeholders in the development of new solutions in medicine even more urgent
10	Reduced Inequalities	Today, it is important to ensure access to medical care for internally displaced persons, vulnerable population groups, etc. Such stakeholders as local and central management bodies in the health care system, volunteer organizations, humanitarian headquarters, etc. take part in this process.
16	Peace, Justice and Strong Institutions	The role of interaction with stakeholders, including in the field of health care, is leading. Such cooperation has been established at the international level, which provides assistance to Ukrainian medical enterprises
17	Partnerships	This is a basic goal that is central to improving stakeholder relationship management in healthcare. The partnership itself is the essence of interaction with internal stakeholders at various levels of management, as well as with external stakeholders in the field of health care.

# ELEMENTS OF THE CONCEPT OF STAKEHOLDER MANAGEMENT AT ENTERPRISES IN THE FIELD OF MEDICAL SERVICES

Problems and contradictions of enterprises in the field of medical services in the process of managing relations with stakeholders

**The concept of managing relationships with stakeholders of enterprises in the field of medical services**

The purpose of the concept: substantiation of theoretical and methodological principles, as well as a practical tools for managing relations with stakeholders of enterprises in the field of medical services in order to solve the problems and contradictions faced by the latter in crisis conditions of uncertainty and taking into account the goals of sustainable development

## Theoretical background

### Theories

Stakeholder theory

Organization behavior theory

Knowledge management

Decision making theory

Sustainable development theory

Theory of intellectual capital

Synergetic

### Concepts

Social responsibility of management  
4P Medicine

### Principles

General principles of managing interaction with stakeholders and their engagement

Principles of medical services quality improvement

Principles that take into account the influence of war and adverse environmental conditions

Principles of stakeholders engagement in the field of medical services

Principles contributing to the achievement of the goals of sustainable development and international

### Functions

General functions of management in the context of relations with stakeholders of enterprises in the field of medical services

Specific functions of managing relationships with stakeholders at enterprises in the field of medical services

## Hierarchical structure of hypotheses

Basic Hypothesis 1

Clarifying hypotheses 2 - 6

## Положения

Main states of the concept

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Methodical provision of stakeholders management of enterprises in the field of medical services

Feedback to resolve contradictions

Feedback to resolve contradictions

**THANK YOU FOR YOUR  
ATTENTION !**