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**CONCEPTUAL BASES OF DEVELOPMENT OF THE HEALTHCARE**

**Introduction.** According to the Constitution of Ukraine (article 49) [1] medicine in Ukraine free. But even developed countries can't afford it. There is a contradiction between the needs of population in medical services and the inability to provide these needs for the conditions of existence of modern financing of health care.

**Purpose.** The definition of the conceptual foundations of health.

**Methods:** group, predictive SWOT analysis, PEST predictive analysis.

**Results.** To achieve the main goal of the Strategy is necessary to ensure that the following system tasks:

1. The creation of client-oriented quality health care system, social security and services.

2. The sociological and statistical research to assess the needs of society in providing those services.

3. The combination of budgetary and extra-budgetary funding.

4. Formation of medical services market, including pay.

5. The creation of competition between providers of medical services to allow people to choose where to be treated, and provide an opportunity to improve the quality of treatment.

6. Bringing the activities of the Fund of compulsory medical insurance in accordance with the law, to limit the uncharacteristic functions of insurer and provider of medicines, medical equipment and supplies.

7. Develop a system of measures to stimulate the participation of insurance companies in compulsory and voluntary health insurance; providing equal access of public and private medicine to the assets of MHI funds allocated for payment of medical services.

8. Capacity optimization and network of medical institutions. To provide a rationalization of the infrastructure of medical institutions.

9. Promoting legislative initiative for ensuring quality control of medical services in private health institutions.

10. Ensuring compliance with legislation and transparency in the tendering and procurement of medical equipment, consumables and pharmaceuticals from the state budget and state funds.

11. Ensuring the control of the local authorities to provide necessary medical services to all segments of the population, regardless of their level of income.

12. Ensuring compliance with legislation and transparency in the tendering and procurement of medical equipment, consumables and pharmaceuticals from the state budget and state funds.

13. The creation of independent medical, medico-technical and medico-legal examination.

14. The equality of conditions of licensing, accreditation and examination activities of public and private medicine.

15. The introduction of public-private partnership (PPP).

**Conclusion.** Based on goals, systems objectives and main directions of strategy of development of the POPS, the main proposals for the creation of the concept of development of healthcare in Ukraine can be as follows:

1. To bring the activities of the Fund of compulsory medical insurance in accordance with the law, to limit the uncharacteristic functions of insurer and provider of medicines, medical equipment and supplies.

2. Develop a system of measures to stimulate the participation of insurance companies in compulsory and voluntary health insurance; providing equal access of public and private medicine to the assets of MHI funds allocated for payment of medical services.

3. To ensure equality of conditions of licensing, accreditation and examination activities of public and private medicine.

4. To ensure compliance with legislation and transparency in the tendering and procurement of medical equipment, consumables and pharmaceuticals from the state budget and state funds.

5. To create a service independent medical, medico-technical and medico-legal examination.

6. Develop a system of measures that will prevent the development of illegal market of medical services, the use of public resources for the provision of paid services by medical institutions.

7. To exercise control on the part of local authorities to provide necessary medical services to all segments of the population, regardless of their level of income.

8. To help create a positive demographic situation, protection of motherhood and childhood, the development and implementation of programs of rehabilitation of children and adolescents, promoting healthy lifestyles, preserving the environment, promoting preventive medicine and healthy lifestyles through physical education and sport.

9. Contribute to the prevention of communicable and socially significant diseases and diseases that have the largest share in the structure of mortality of the population (tuberculosis, HIV/AIDS, alcoholism, drug addiction, diseases of the circulatory system, injuries and other consequences of external influences, neoplasms, mental illness).

10. To improve the level of healthcare funding at the expense of the local budget, as well as attract investment capital to commercial structures.

11. To promote the establishment of a centre of medical rehabilitation for children, adolescents and pregnant women using a highly effective health technologies and the local healing factors.

12. Promoting unity, education, medical science and practice.

13. Reducing the impact of shadowing on the operation and development of the legal market in the healthcare sector.