

# EFFECT OF THE ORGANIZATION OF PRIMARY HEALTH CARE ON ITS EFFICIENCY

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***Abstract:** The organization of primary health care plays an important role in health care system as a very specific system of social activities whose codes, rules and principles date back hundreds of years ago. The effectiveness of primary health care has become a fundamental tenet of modern and developed societies, which creates a presumption for the advancement of society in this area of life and work. A special aspect of the PHC business defines not only care their own, but also the general interests of the community. Effective and responsible business practices in health care involve conscientious and active participation of all stakeholders individually and all together to improve health.*

***Keywords:** organizations, primary health care, efficiency of services*

## 1. INTRODUCTION

Large and rapid changes in today's world are reflected in all aspects of human life and work (Markovic, A. et al., 2011). Dynamism and abundance of changes that continually influence the organization of primary health care and consequently on its efficiency, require constant adjustment of the management, using new ways of solving problems and new forms of decision making. Organization of primary health care can be represented as a set of relationships among members, which guarantees the existence of social and economic effectiveness of achieving the goals. Tidiness of the organization of primary health care is a tool for managers and all persons responsible for the design complexity, enhancing creativity and innovation in this important segment of society. People are important and necessary, part of the organization of society and the performers of the roles and functions in the organization and its environment. (Avdagić, M. et al., 2011). People want to live in communities and the environment that provides and improves their health, but also expect their government and those responsible needs to define a policy that involves the organization and action from local to international levels. Serbia has developed laws, rules and regulatory mechanisms that are established to maintain and improve accountability at different levels of the health care system. (Some of them are the Law on Health Care, Health Insurance Law, Law on Chambers of health workers, Regulation of the health institutions network plan, Regulation on conditions and the ways of internal organization of medical institutions, etc.).

## **2. PRIMARY HEALTH CARE AND ITS ROLE IN HEALTH IMPROVING**

According to Macinko et al. (2003) health systems that rely on the system of primary health care produces better health outcomes in relation to other determinants of health population at the macro and micro level. From numerous studies in the world today, there is ample evidence that countries with health systems that have a strong foundation in primary care probably have a more equitable distribution of health services and a healthier population. In addition, there is growing evidence that investment in health and health systems contribute to economic growth, competitiveness and productivity of the nation, and well-functioning health care systems contribute to economic growth and prosperity (Tallinn Declaration, 2008).

According to reports from the Ottawa Declaration of Health Promotion (1986), health is defined "as a source of everyday life, not the object of life and health is a positive concept that emphasize social and personal resources as well as physical capacities." What most people do not know is that social and other conditions such as economic, environment and technology can affect the health of the population. From the social determinants that affect the health of the population in Serbia are poverty (8.8% of the population were below the poverty line in 2006), education (3.4% of the population is illiterate), unemployment (12.1% men and 16.5% women in 2008). There was a consequence of an increased number of patients with cardiovascular and respiratory diseases. (Kastratović, E. 2011)

The role of primary health care facilities, of local government and the Ministry of Health together is to influence other actors and sectors outside the health system, in order to find the best possible solutions for improving the socio-economic factors associated with health.

## **3. THE ORGANIZATION OF PRIMARY HEALTH CARE IN SERBIA**

The key institutional mechanism for the provision of primary health care in Serbia today is a network of 157 health centers and their branches - health stations and clinics, and offices for health care and pharmacy. Virtually all cities and municipalities in Serbia have their health centers. A network of health stations and clinics throughout the territory of Serbia were also built. Even 98.6% of the population of Serbia is situated less than 15 minutes away from health centers or clinics, and nearly 100% is far less than 30 minutes.

Clinics are organized so their minimum scope of work includes preventive care, emergency care, general medicine, health care for women and children, home visiting, laboratory and other diagnosis services. If there is no other institution in a particular area, health center and provides other services such as dental care, occupational medicine, physical medicine, rehabilitation, transport by ambulance. When covering a territory of 20,000 people and is located at a distance of over 20km from the general hospital, health center and provides certain specialized services (internal medicine, pneumophtysiology, ophthalmology, otolaryngology, psychiatry).

Led by its modern approach to the organization and operation of primary health care, and relying on the long tradition of health policy, goals of primary health care in Serbia are improving access and quality of primary health care, promote prevention of disease and injury, as well as managing chronic non-communicable diseases, the participation of citizens/patients in protecting its own health and strengthening health care systems and primary health care, strengthening the decentralization process and the possibility of deciding on PHC by the citizens, improving skills and working environment of health care providers and health care quality and workplace satisfaction.

PHC has a strong tradition from the days of ex-Yugoslavia in which this segment of the health system was developed by applying the principles of the Declaration of Alma-Ata (1978). Serbia inherited a health system that aims to provide universal access to health services for the entire population. Since the late 80's, the stagnation of the economy in Serbia led to a significant reduction of available resources in the health system. Serbia is now concentrating efforts to reform and strengthen health systems by improving the accessibility and availability of effective health care services.

#### **4. THE INTEGRATION OF HEALTH SERVICES AND INTEGRATED HEALTH CARE SYSTEM IN THE FUNCTION OF THE SYSTEM EFFICIENCY**

Integration is coherent set of methods and models related to finance, administration and organization of health services and quality of clinical services designed to create connectivity, alignment and collaboration within and between treatment processes and different levels of health care. The goal of these methods is to improve the quality of health care, quality of life, level of user satisfaction and system efficiency, especially when it comes to patients with complex problems, providers of different specialties and in different institutions.

If the integration is performed properly, it can contribute to rationalizing and reducing the cost of providing health care. Integration does not mean merging systems, but the creation of mechanisms to facilitate co-operation while the patient is always at the center of the system. According to Dennis Kodner et al., the following models of binding essential for improving were proposed - funding, administrative, organizational, and clinical services. Integrating services and integrated health care requires purposeful planning and putting in the first place the clients and their needs. Here is very much needed support in order to understand how to improve integrated health care and what it takes to make that happen.

#### **5. RESUME**

Establishment of the primary health care organization is a tool for managers and all persons responsible for the design complexity, enhancing creativity and innovation in this important segment of society. Therefore, the manner and degree of organization of primary health care as a whole depends on its effectiveness, and satisfaction of end users. It is an undeniable fact that investing in health and health care systems contributes to the productivity of the nation and economic development of a country. In this regard, the efforts of the Serbian government, local communities and other stakeholders to improve socio-economic factors are associated with health. Only with modern approach to organization and operation of primary health care can be pursued the overall strengthening of health care systems and efficiency of health care services.

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