

Section 3. Management

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FORMATION OF THE CONCEPT OF SUSTAINABILITY AND COMPETITIVENESS OF MEDICAL ORGANIZATIONS BASED ON THE SYNERGISTIC EFFECT OF THE INTERACTION OF ECONOMIC ENTITIES IN THE CLUSTER STRUCTURE

Abstract. This article represents overview of concept of sustainability and competitiveness of medical organizations. The consideration of the concepts “organizational economic sustainability” and “competitiveness” in a separate context leads to an unobjectively assessment of the effectiveness of the activities of medical organizations. As a result, interdependent issues are considered separately, which is due to the specifics of the use of products by medical organizations.

In addition, it should be noted that the sustainability of the organization in market conditions is impossible (neither at the expense of the brand, nor through external or internal investment, etc.) without the competitiveness of its own product. Sustainability without competitiveness is only possible in a highly centralized, planned economy in the absence of fierce competition among producers.

Keywords: concept of sustainability and competitiveness, medical organizations, cluster structure, the synergy of interdependence.

Introduction

When evaluating the organizational-economic sustainability and medical organizations in the integrated structure, the impact of indicators of sustainability and competitiveness of the treatment-prophylactic institutions, where the medical organization takes place, should be taken into account.

The developed concept contains the provision that a medical organization cannot be competitive without the competitiveness of its customers – a medical and preventive institution is one of the determining systems of the functioning of the integrated system in the field of medical industry and healthcare. The concept also implies the leading po-

sition of medical organizations in the organization and implementation of effective technical services, with appropriate metrological provision and inclusion of engineering and medical personnel in the cluster structure, which technically serve the implementation of medical services [1, p. 81].

Sustainability and competitiveness concept provisions

The following four provisions are used in the study:

1. The possibilities and expediency of creating integrated structures through the creation of networks of interconnected business entities;
2. The necessity of forming competitive partnerships in integrated structures;
3. Interdependence of organizational-economic sustainability and competitiveness of enterprises;
4. Creation of synergistic effect in integrated structures.

According to the analysis and harmonization of these provisions, the concept of economic sustainability of medical organizations integrated in the cluster is proposed: creation of chains of medical organizations in the management strategy, in order to ensure the synergistic effect of their mutual cooperation [2, p. 32].

Considering the presented concept, we choose a cluster as an integrated structure of medical organizations and treatment-prophylactic institutions. It should be noted that for the participants of the cluster, as members integrated into the structure, it is necessary to have relations with customers, to ensure legal, economic and financial independence, and the participation of the state and customers in the formation and functioning of the cluster (M. Porter).

In addition, as a result of the research, it has been revealed that the theoretical methods and approaches of forming the mechanisms of organizational-economic sustainability of the competitiveness of medical organizations in the cluster environment are not sufficiently covered in the scientific literature. The

issues of being in harmony with other participants in the cluster, missions and common goals are not fully described [3, p. 20].

In our opinion, the principle of activity of participants in only one region is desirable, but not necessary, because the modern information space allows it. As a rule, participants must have a strong relationship and production culture, be able to work in a competitive market environment. The mission of the cluster should include the observance of legal norms of economically justified functioning and the rules of protection of the interests of their enterprises, including in the field of intellectual property. The proposed concept is based on research conducted in Georgian and foreign medical organizations, which showed that developing such a unified concept of sustainability and competitiveness of medical organizations in market conditions is appropriate and necessary. The concept, which is determined by the idea: "only organizational-economic sustainability" or "only competitiveness", leads to a decrease in the efficiency of medical organizations with great probability. As a result, questions caused by the specifics of their functioning as independent economic subjects in the integrated system are no longer considered. The introduction of the concept will allow medical organizations to participate more effectively in solving problems necessary for ensuring high standards of living of Georgian citizens and sustainable growth of the country's economy and raising national security priorities [4, p. 27].

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Effective implementation of the proposed actions is expedient and possible based on the analysis of the activities of various economic alliances and integrated structures as a whole. Based on the results of the research, we believe that in the field of

medical industry and health care, the integration in the industrial-economic form of the cluster, which is adaptable to the proposed concept, will be the most effective.

For the formation and functioning of the management of the cluster system, it is necessary to create a regulatory body of the cluster, in the composition of which it is necessary to include the manager, economist, lawyer, HR officer and other similar representatives of the institutions. The work of the regulatory body should be carried out online, with quarterly reporting.

The proposed structure of the regulatory body, taking into account the representation of the members of the cluster in it, can perform the functions of the collegial body of the cluster – “specialized organization of the cluster”, expanding its capabilities, at the expense of the efficiency of decision-making, which is aimed at the medical industry and health care [5, p. 23].

On the effective realization of the mission of the forming cluster, the concentration of specific participants on solving specific actual scientific, industrial and economic problems. The members of the “regulatory body” should be members of the cluster, specialists not only in management, but also in other main areas of the cluster’s activity.

Conclusion

Thus, in the interdependent functioning of the elements included in the structure of the cluster,

the synergy of interdependence is ensured. In particular, the tasks that require the management of the regulatory body and management decisions belong to:

- design,
- development,
- Production of high-tech products (medical services),
- operative assessment of clinical effectiveness and safety of medical devices,
- operational analysis of new proposals, both from medical specialists and technical specialists working with medical devices,
- joint measures for the protection of intellectual property,
- Analysis of diagnostic/therapeutic/prophylactic methods and facilities,
- joint activities in bio-medical and environmental management,
- Evaluation of the economic efficiency of the integrated structure.

The regulatory body’s information provision should allow enterprises from different regions to integrate into a cluster, including, for example, within the Eurasian Union. We emphasize that many publications in the field of research on the effectiveness of the activities of scientific enterprises contain a separate assessment of the categories of “organizational-economic sustainability” and “competitiveness” for the majority of scientific enterprises.

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