



IMPROVING THE ACTIVITIES OF DENTAL ORTHOPEDIC DEPARTMENTS OF MODERN TECHNOLOGIES BASED ON SWOT ANALYSIS

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Annotation:

Undoubtedly, it is not possible to develop recommendations for improving the activities of one of the structural divisions of a medical dental organization, and therefore a SWOT analysis of the functioning of the entire Medical Dental Organization (MDO) was carried out.

Keywords: Strengths, Weaknesses, Opportunities, Threats.

An important role in the effective development of medical MDOs is assigned to the issues of identifying factors affecting the organizational aspects of activities, the quality of services, financial components and aspects of interaction with counterparties. The influence of counterparties on the structure and functioning of the MDO is carried out at the macro and microeconomic level.

At the macroeconomic level, the formation of external factors takes place determining the general principles of the statutory activities of the MDO, the organizational and legal forms of entrepreneurial activity, the taxation system, the driving forces of the dental services market, its subjects and objects are regulated.

At the microeconomic level, internal factors are formed, material, technical, financial, information support, marketing activities, management, remuneration, etc. are established.

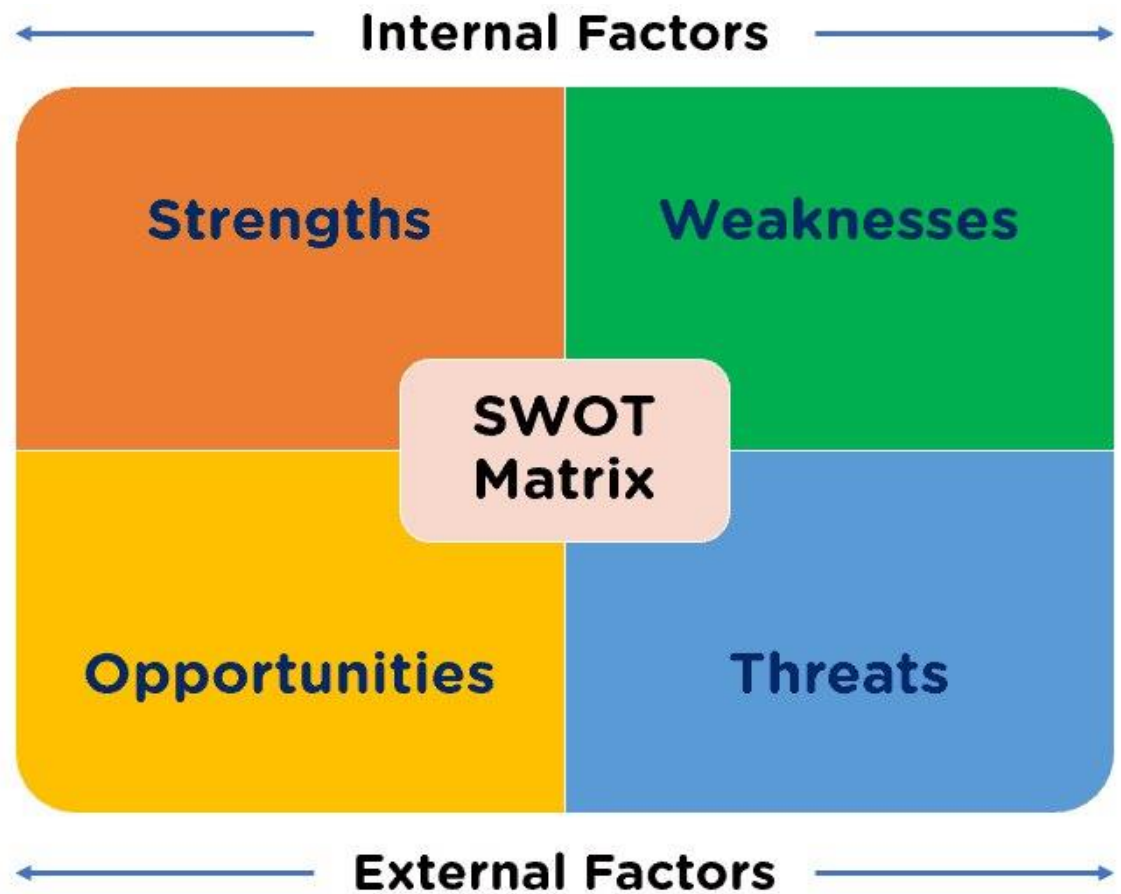
SWOT analysis is one of the methods of qualitative assessment of external and internal factors to determine the strategic planning and development of an organization.

SWOT analysis allows you to identify the factors of the internal and external environment of the organization and divide them into:

- Strengths,
- Weaknesses,
- Opportunities,
- Threats.

Strengths (S) and weaknesses (W) are factors of the internal environment of the

object of analysis, opportunities (O) and threats (T) are factors of the external environment (Scheme 1).



Scheme 1 - SWOT Analysis Matrix

In order to develop recommendations for improving the activity of the MDO, it is necessary to analyze the external environment and the internal environment. All existing external threats (risks) of medical organizations by A.V. Zavrajsky are conditionally divided into five main groups reflecting the main sources of uncertainty [1]:

1. General economic risks, including various aspects of the functioning of the organization (economic activity).
 2. Professional risks that directly address the issues of providing medical services (professional activity).
 3. Market risks associated with the influence of the financial market, as well as the activities of competitors and counterparties.
 4. Social risks reflecting the impact of society on medical activity.
 5. Legal risks based on the legislative regulation of the industry and litigation.
- These groups are supplemented with information obtained from other literary



sources [4] and their own practical experience.

In *the group of general economic risks*, which is inherent in any economic entity, it is necessary to distinguish between property, organizational and liability risks. Property risks manifest themselves in the form of loss (theft, death, loss) and damage to the property of a medical organization, which can occur for various reasons.

The second group of risks of medical organizations is directly related to the peculiarities of the professional activity of doctors.

First of all, it is advisable to include occupational diseases. Among doctors specializing in dentistry, these include posture disorders, color perception disorders, decreased visual acuity, hearing loss, respiratory diseases, etc. The working conditions of dentists according to the degree of harmfulness and danger belong to class 3.2-3.3 (harmful working conditions: the dental equipment generates sound levels). The doctor, when performing his work, has a threat of infection with infectious diseases, there is a possibility of infection of staff and other patients. The risk is "burnout syndrome".

V.I. Poluev, V.K. Leontiev, V.T. Shestakov [114] in addition to professional risks associated with the actions of a doctor and/or his psychophysiological characteristics, there are:

- Occupational risks caused by the personal characteristics of the patient and his behavior.
- Occupational risks associated with the admission of incapacitated patients.
- Professional risks due to the degree of specialization of admission.
- Occupational risks associated with the actions of the doctor and/or his psychophysiological characteristics [4].

The low provision of medical personnel to the population is a constant problem of Russian healthcare and also represents one of the most acute problems. The shortage of orthopedic dentists, their qualification characteristics, and readiness to introduce modern technologies are presented in Chapter 3 of this study.

The third group is market threats (risks), i.e. the dangers emanating from the external market environment can be divided into financial and non-financial risks.

The modern market economy is based on the interaction of competitors and counterparties of a medical organization, the market mechanism of self-regulation and state regulation. Of particular interest is information about the impact on the functioning of the Ministry of Defense of their counterparties,



which primarily include:

- the state (legislative acts, etc.);
- medical insurance organizations (CFOs), employers (signing VMI contracts, paid services);
- patients (consumers of dental services);
- MO, manufacturers of dental services (competitors);
- suppliers of dental materials, medicines, equipment, apparatuses, instruments, instruments, etc. (prices, terms, assortment, customer services);
- suppliers of electricity, water, heat, etc. (prices, terms);
- financial and credit institutions, banks.

Threats to the financial market, such as currency fluctuations, changes in interest rates or general turbulence in the financial sector negatively affect medical activities.

The fourth group - social risks, reflect the impact of society on medical activities, they include: a decrease in the number and aging of the population, an increase in morbidity; a decrease in income and, as a result, a decrease in the ability to pay for dental services; an increase in social tension and unemployment; civil unrest and military actions; awareness of the population in the field of jurisprudence to protect their rights.

The fifth group is legal threats based on the legislative regulation of the industry and litigation. These risks are associated with bringing medical workers to administrative, civil and criminal responsibility. These issues are considered in detail in the work of S.N.Andreeva [8], which reflects responsibility for poorly rendered medical services, harm to life and health and financial damage.

Thus, the SWOT analysis of the MDO activity indicates the multifaceted nature of improving its medical, economic and innovative development of dental orthopedic departments of modern technologies, the type of innovation according to the indicators of "Shake test" by J. Day, in LLC "DentalWay" is set as option "C" - a strategy of gradual market conquest.

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