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BASIC METHODOICAL ASSESSMENT PRINCIPALS FOR OBJECTIVE POTENTIAL OF COMPANIES PROVIDING SERVICES

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Purpose - to establish a system of objective indicators to measure the capacity of health service providers, to provide an objective assessment of the basic principles of building

Methodology - the methods of grouping and classification, analysis and synthesis of scientific observation and systematic approach

Results are in the justification of the system of objective indicators to measure the capacity of the organizations involved in the provision of health services

Praktikal implications - a system of indicators has allowed to improve the evaluation efficiency of health services, as in the previously existing methods do not take into account the possibility of establishing in achieving efficiency. In addition, significantly enhanced performance evaluation of human resources, which is in the process of providing health care services essential element, which influences not only their performance, but also quality.

Keywords: potential objective, the principles of evaluation of the objective elements of the building.

МЕТОДИЧЕСКИЕ ОСНОВНЫЕ ПРИНЦИПЫ ОЦЕНКИ ОБЪЕКТИВНОГО ПОТЕНЦИАЛА ОРГАНИЗАЦИЙ, ЗАНИМАЮЩИХСЯ ОКАЗАНИЕМ УСЛУГ

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Цель - сформировать систему показателей оценки объективного потенциала организаций, оказывающих медицинские услуги, представить основные принципы оценки объективного потенциала

Метод проведения работы - методы группировки и классификаций, анализа и синтеза, научного наблюдения и системного подхода

Результаты состоят в обосновании системы показателей оценки объективного потенциала организаций, занимающихся оказанием медицинских услуг

Область применения результатов - система показателей позволила усовершенствовать процедуру оценки эффективности медицинских услуг, поскольку в ранее существовавших методиках не учитывались возможности учреждения в достижении эффективности. Кроме того, были существенно расширены показатели оценки кадрового потенциала, являющегося в процессе предоставления медицинских услуг основным элементом, от которого зависит не только их эффективность, но и качество.

Ключевые слова: объективный потенциал, принципы оценки, элементы объективного потенциала.

Providing people with good and affordable medical service while using the assets rationally is one of the most important aspect in socioeconomic reforms in Russia. Objective potential is a complex of assets with the help of which the company provides people with effective medical services.

Objective potential owned by companies is studied as a system of interconnected elements. This method of examination allows to consider subsystems, elements, various qualities and inner connections as well as connections between an object and its external environment. When studying any system it is necessary to follow certain principles. As already mentioned before the objective potential is a system of interconnected components therefore as any other system it requires the use of particular principles. These principles are the following:

Integrity. A complex of assets is an integral system. This means that all the parts of the system serve the same objective. But it is important to bear in mind the irreducibility of the system characteristic with the characteristics of its components. A system can obtain the qualities that cannot be observed in its components if taken separately. The following principles help retain the integrity during the formation and use of the assets: community of the criterion function entity for the potential and its every component; consistent criterion of the effective asset usage (the effectiveness of medical services based on the available assets).

Complexity. During the examination of assets the main object of the study is the institution itself which is a complex system on its own that cannot be fully and adequately described, is probabilistic and owns the qualities that are not necessarily the qualities of its components. The complexity is represented by the presence of the components that in turn have sub-components and so on. Another aspect of the complexity is the fact that changes in one element of the system can cause a change of its other elements. Moreover, the system involves inverse relationships between the elements.

Substitutability of the elements. It is important to remember that this process has boundaries: any factors can be replaced by others until the replacement begins to restrain the development of the entire system.

Interconnection and supplementation of the elements. They provide consistent functioning of the asset elements. As a result of such interaction there appear “new qualities” that do not characterize the elements individually [1, p. 53].

Flexibility is the ability to change under the circumstances of the external environment: perception of innovation and scientific-technological progress.

Reliability is the ability of the system to carry out the preplanned functions within a certain period of time with certain quality parameters.

Security is the ability to avoid damage to technical objects, personnel or environment while functioning. Thus when developing the strategy for activation of the usage of the objective potential it is essential to follow this principle.

Objectivity and comprehensiveness of the study. The examination should be theoretically supported and carried out basing on the quantitatively homogeneous information. The comprehensiveness of the study consists of an adequate reflection of all the elements of the assets and changes happening in its structure.

Consistent approach to the assets of the institution providing medical services also includes other principles, such as purposiveness, structuring, legal regulations, unity of managing theory and practice, efficiency, complexity, succession, scientific character, autonomy, economic feasibility, perspective, optimality, stability, regulations, and unification.

These principles of building and functioning of the asset full assessment system are shown in the table 1 [3, p. 16].

The practical usage of the mentioned principles supports the improvement of the accuracy of the asset full assessment.

The amount of assets at the institution is not a stable parameter. Same as other parameters of the process it changes. Although compared to other characteristics of the institution the assets tend to be more stable, have slower and lower reaction to manipulation under normal conditions. However destructive manipulations can have a rapid effect. The developing of the objective potential can be also slow because it sort of spreads on the long time period.

Qualitative and quantitative characteristics of the objective potential constantly change under the influence of various factors as well as different managing decisions. The bigger the possibilities of the objective potential are the more complex problems

can be solved regarding nomenclature of the medical services, their volumes, quality, speed of acquisition of new services, effectiveness of medical services and the entire institution.

Table 1

Principles of the objective potential full assessment system development

Name	Content
Integrity	Representing the objective potential as a whole and assuming the division on indivisible and interacting elements: investment, professional, innovative, and informative potential.
Purposiveness	Presence and achievement of certain objectives, development of the effectiveness of the medical services based on the objective potential.
Structuring	Rational building and effective functioning of the assessment system.
Efficiency	Timely managing decisions and corrections based on objective potential complex assessment of the institution.
Complexity	The connection of the assessed elements of objective potential with the objectives of the institution.
Succession	The effective usage of national and international experience for complex assessment of the objective potential usage.
Scientific Character	Development and realization of plans for effective use of objective potential of the institution providing medical services based on the scientific-technical progress.
Autonomy	Independence of building and functioning of the structural components of objective potential of the institution regarding its strategies for development.
Economic Feasibility	Effective and economic organization of records, assessment and management of the objective potential.
Perspective	Perspective for the development of objective potential of the institution providing medical services.
Optimality	Multiple analysis of managing decisions and their choice according to certain criterion that is optimal for the development of the objective potential.
Stability	Effective use of the objective potential and optimization of its limits according to the strategic objectives of the institution under the conditions of competition.
Regulation	Elaboration of the compulsory minimum of the tables and forms for the assessment of the institution objective potential.
Unification	Elaboration of methodology and instructions, forms and tables, consisted criteria for objective potential assessment that provides with comparability of the results on a better level of managing the healthcare service in general.
Flexibility	The ability of the institution objective potential to change under the circumstances of the environment.

However the presence of such advantages does not proclaim that the main aim of the institution asset management is to ultimately increase it.

It is important to keep everything under control: to correct the policy regarding the personnel, resources of the institution, material resources and finances; prevent from negative outcome through systematic managing stimulation on the elements of the assets according to the aims of the development of the institution itself.

The parameters for the objective potential element assessment are the index that characterize the progress of the sub-elements, the state and the effectiveness of the usage.

Table 2 provides the recommended basic rates for the objective potential effective use assessment.

Table 2

The system of the rates for the objective potential effective use assessment

Rates for human resources assessment	Doctor labour intensity index. Preventive maintenance assessment index. Medical performance index. Medical documentation quality index Manipulator progress defects index Labor behavior deviant activities index Education level index Qualification level index Abstenteeism for the medical reason index Professional development index, etc.
Rates for investment potential assessment	Growth of fixed assets Exhaustion of fixed assets Return on assets Efficiency of the fixed assets Intensive and extensive upload index Current assets turn-over Current assets availability index
Rates for innovative capacity assessment	Creative ability realization index Diagnostics and treatment advanced technology index Scientific-technical prosperity index Personnel motivation for creative work The amount of registered patents, certificates, licenses Workforce productivity growth for the reason of organised scientific-technical events
Rates for information potential assessment	The informative messages efficiency index Technical-informative labour equipment Work overload of the computing systems, etc.

From methodological point of view when choosing and examining an index that identifies the objective potential of the institution providing medical services one should minimize the amount of indexes being analyzed and consider only the most important ones.

Standard one-valued indexes are difficult to estimate therefore it is impossible to consider specific nature and policy of the institution, its strategy and objectives, environmental factors. Thus, it is recommended to configure the standard indexes based on the average or the most effective indexes taken in the last 5 years.

Let us consider the methodology of identifying the basic indexes of the objective potential elements usage effectiveness on the example of the personnel potential.

It suggested to use tracing modular system for the professional activity of medical personnel. This system should include the following modules, “Volume and Quality”, “Defects”, and “Labour Potential”.

The results are analyzed as a complex and the managing decisions are made to organize further work of personnel. Below there will be explained the content of each modules to create a better picture of personnel potential use:

1. “Volume and Quality”.

The methodology of comparing quantitative analysis of factual data and sample date and their average indexes for complex estimate of the personnel labourresults .

The obtained results of indexes reflect the deviation from the standard. For the specific estimate of the labour integrated index is calculated that is weighted arithmetical average of interim evaluatin of indexes.

This system is based on the regulated and normalized consideration of all kinds of personnel activities. The labour volume is estimated through the following parameters: quantity (intensity), complexity, and other characteristics that can influence the outcome.

When studying the medical personnel it is essential to consider the type of medical services they provide. There was introduced a new National Insurance law

from the 1st of January 2011 which allows the patient to choose the doctor in particular medical institution. The service volume of the doctor will depend on their qualifications and therefore the amount of patients will too.

Nowadays the loading is calculated according to the department and is divided on the amount of workers to calculate the average parameter. The difference in loading of different workers is explained by various factors, such as weather, timetable and simple accident. The analysis of this tendency can help with the according conclusions.

The main forms of initial registration documentation of the medical institutions are the following: medical records book of the patient, doctor's appointment ticket, patient ticket, unified patient ticket, register book of the home appointments, disability register book, diary of the general practitioner, infection registry, injections registry, surgery registry, referral for medical social expertise, death certificate, etc.

2. "Defects".

While examining the effectiveness of medical services the real concrete results are used for defining criteria and indexes. This system relies on the selective study of the results and the way different approaches are followed.

Ability to handle stress is a complex of qualities that allow a person to cope with intellectual, volitional and emotional pressure due to the professional conditions. However artificial reduce of sensitivity leads to obduracy and indifference, these qualities often cause negative results in the life of people. The ability to handle stress can be developed through psychotraining and the habit to work hard. Low ability to handle stress can become the reason for medical errors and bad quality of service.

3. "Labour potential".

Labour potential is a complex of components and it directly influences the quality of human's life therefore the quality of nation's life in general. It includes the following components: 1) health; 2) morality and ability to work in a group; 3) creative potential; 4) activity; 5) self-discipline and assertiveness; 6) education; 7) professionalism; 8) working time resources.

Obviously not all of these components can be calculated. For example, assertiveness is impossible to measure by the system of indexes because accuracy, obligation, decency and kindness can be identified through expertise only. That is why for this type of parameters an expert evaluation method would be good. This paper considers two ways of labour potential study: calculation and expert evaluation. Together they will reflect a complete picture of human's potential [2, p. 47].

Use the table 3 below to calculate the index of education level.

Table 3

Factual (standard) education level evaluation

Education level	Points
Doctor of Medicine	10 points
Candidate of Medicine	9 points
Higher Vocational Training	8 points
Higher Education	7 points
Incomplete Higher Vocational Training	6 points
Incomplete Higher Education	5 points
Vocational High Education	4 points
Secondary Education	3 points
Incomplete Secondary Education	2 points
Primary Education	1 point

It is important to take into consideration the system of continuous professional education that would benefit the level of workers' education and the quality of medical service. This system includes the following types of work presented in table 4.

The system of continuous professional education should consider the free choice of form, duration and place of studying in the frame of the official education programmes. Depending on the type of the continuous professional education the worker must develop the skills and knowledge within the professional field and pass the tests and performance reviews every 5 years.

The main objective of the system of continuous professional education is to create good conditions for education and motivate the workers to constantly improve their skills [4, p. 600].

Table 4

The scheme of the continuous professional education system

№	Type of work	Points
1	Distance postgraduate education/ Candidate for a medical degree	10
2	Published scientific paper in the State Commission for Academic Degrees and Titles publications	4
3	Published scientific paper in other central publications	1,5
4	Published scientific paper in local publications	1
5	Published thesis in central publications	0,5
6	Certified participation in: Regional professional association, community, round table, conference, symposium; All-Russia conference, meeting, congress; International congress, meeting, conference.	1 2 3
7	Invention patent (copyright)	10
8	Participation in the development of informative papers, methodological documents	1,5
9	Thesis presentation at: - Regional professional association meeting, round table, symposium, conference; - All-Russia conference, meeting, congress; - International congress, meeting, conference;	1 1,5 2
10	Specialization master-class (6 hours)	2
11	Participation in the master-class	1
12	Mastering and introducing a new methodology of diagnostics (treatment) for a disease, documented	5
13	Presenting a thesis at the institution	1
14	Distant professional training	2
15	Master's/PhD Dissertation	25/50

Therefore for overall analysis there should be used the comparison of factual data and sample data and average indexes. The results demonstrate the deviation from the standard. For more concrete cases of specific workers integrated index is used, that is average weighted arithmetical index of the interim evaluation of rate.

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