



## Improving The Activity of Stomatological Orthopedic Departments of Modern Technologies on the Basis of SZIT-Analysis.

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**Annotation:** Undoubtedly, it is impossible to develop recommendations for improving the activity of one of the structural divisions of the medical dental organization, in this regard, the SZIT analysis of the entire activity of the Medical Dental Organization (MSO) was conducted. An important role is played in the effective development of medical MCM by determining the factors affecting the organizational aspects of activity, the quality of services, financial components and mutual relations with counterparties. The influence of counterparties on the structure and activity of the MSO is carried out at the macro and microeconomic level.

**Key words:** Strengths, Weaknesses, Opportunities, Threats.

At the macroeconomic level, the formation of external factors determining the general principles of the charter activity of MNTs, the organizational and legal forms of business 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 supply, marketing activities, management, wages, etc. are established.

One of the methods of qualitative assessment of external and internal factors to determine the strategic planning and development of the organization is SZIT analysis.

The analysis of SZIT allows to determine the factors of the internal and external environment of the organization and divide them into:

Stands (Strengths),

Weaknesses (weaknesses),

Opportunities (opportunities),

Threats (threats).

Strengths (S) and weaknesses (Z) are factors of the internal environment of the object being analyzed, opportunities (I) and threats (T) are factors of the external environment (scheme 1).

### Scheme 1 – Matrix SWOT analysis

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

General economic risks, including various aspects of the organization's activity (economic activity).



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Professional risks (professional activity) that directly address the issues of providing medical services.

Market risks related to the influence of the financial market, as well as the activities of competitors and counterparties.

Social risks that reflect the influence of society on medical practice.

Legal risks based on industry regulation and litigation.

These groups are supplemented with information from other literary sources [4] and their own practical experience.

In the group of general business risks, which, as a rule, are characteristic of any business entity, it is necessary to distinguish property, organizational risks and liability risks. Property risks are manifested in the form of loss (theft, death, loss) and damage to the property of the medical organization, which can occur for various reasons.

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

First of all, it is appropriate to include occupational diseases among them. For doctors specializing in dentistry, this is a condition disorder, color perception disorder, decreased visual acuity, hearing, respiratory system diseases, etc. harmful working conditions: used dental equipment generates sound levels). When the doctor performs his work, there is a risk of contracting infectious diseases, there is a possibility of infecting staff and other patients. The danger is "sensitivity syndrome".

IN AND. Poluev, V.K. Leontiev, V.T. Shestakov [114], in addition to professional risks associated with the doctor's actions and / or his psychophysiological characteristics, there are:

Occupational risks due to the personal characteristics of the patient and his behavior.

Occupational hazards associated with admitting incompetent patients.

Professional risks associated with the level of specialization of the receptionist.

Occupational risks associated with the doctor's actions and/or his psychophysiological characteristics [4].

The lack of provision of medical personnel to the population is a constant problem of Russian health care, and at the same time it is one of the most acute problems. The lack of orthopedic dentists, their qualifications, readiness to introduce modern technologies are presented in Chapter 3 of this study.

The third group is market threats (risks), i.e. risks arising 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 contractors of the medical organization, the market mechanism of self-regulation and state regulation. Of particular interest is information on the influence of its counterparties on the activities of MO, among which, first of all:

state (legislation, etc.);

insurance medical organizations (HIO), employers (conclusion of VHI contracts, paid services);

patients (consumers of dental services);

MO, producers of dental services (competitors);

suppliers of dental materials, medicines, equipment, devices, devices, instruments, etc. (prices, terms, assortment, services);

suppliers of electricity, water, heat, etc. (prices, conditions);



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financial institutions, banks.

Financial market threats, such as currency fluctuations, changes in interest rates, or general financial turbulence, can have a negative impact on a medical practice.

The fourth group is social risks, which reflect the impact of society on medical activities, which include: population decline and aging, increased morbidity; a decrease in the level of income and, as a result, a decrease in the ability to pay for dental services; increasing social tension and unemployment; civil unrest and hostilities; public awareness in the field of jurisprudence to protect their rights.

The fifth group is legal threats based on legal regulation and legal proceedings. These risks are related to administrative, civil and criminal liability of medical personnel. These issues are considered in detail in the work of S.N. Andreeva [8], which reflects liability for poor quality medical services, damage to life and health, material damage.

Thus, the SWOT-analysis indicates activities

the versatility of its improvement, medical, economic and innovative development of modern technologies of dental orthopedic departments. J. Day's type of innovation according to the "Shake-test" indicators is designated as option "S" in Dental Way LLC - a gradual market capture strategy.

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