

PERSPECTIVE OF PUBLIC-PRIVATE PARTNERSHIP IN THE FIELD OF HEALTHCARE IN UKRAINE

Alwani J., Stepurko T., Anufriyeva V., Shevchenko M.

School of Public Health, National University of "Kyiv-Mohyla Academy"
Kyiv, Ukraine

e-mail: *jory.alwani@gmail.com*

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The demand for Public-Private Partnership is increasing at present time due to inadequate government expenditure in numerous countries. In addition to the rising necessity for infrastructure projects and other general health services that are provided by the health sector.

PPP knowledge lab declared that with all the concerns and struggles whether in rendering health services or in the process of managing and expanding the resources to build and establish new projects; and improve the overall status in any given country.

That the public sector will face issues of insufficient funds, equipment, innovation and professional constraints etc. and here arises the role of PPP in strengthening the key health services, and the health quality by expanding the power of the public sector in co-operating it with the private sector assistants and multiple resources. By this, it is operating to complement the traditional public sector approach (PPP knowledge lab).

The purpose of the research is to formulate a comprehensive study on PPP in the field of Healthcare services.

Demonstrate the reasons behind the misconception, challenge and scarcity of utilization of PPP as a successful model in Ukraine. The main objectives of this research are the following: 1) highlighting the concepts of the partnership between the public and private sectors in the field of healthcare; 2) illustrate the problems and challenges opposing this model of partnership in healthcare in Ukraine; 3) identify strategies for improving and managing healthcare services while practising PPP.

The research is conducted among leaders of international organizations such as the World Bank, CEOs, managers and marketing experts in both private and public clinics. Through a combination of phenomenology and case-study. Selection of the sample is through self-search and suggestions from Academic supervisors. Correspondingly the survey is conducted through structured formal questions, open-ended ones, apart from a list of topics to discuss in one on one interview. We

used a qualitative study to examine and build a perspective on the current strength of PPPs worldwide, and the call to foster aforementioned approach and focus on the main objective to be achieved here in Ukraine.

What I found that Public Private Partnership on a global scale is considered indeed a successful new mechanism that arises in 1999 and it helped to elevate the healthcare system on many levels. As regards to that, every country has its own special system of implementing PPPs and this is what determines the path that PPP will take.

As any other model and in comparison to the traditional contracting method that been used before PPP, it defined that PPP will meet some major limitations and challenge to overcome, such as developing the fundamental regulation to support the use and practice of PPP.

Additionally, an effective communication and comprehensive proposals between private and public bodies so that both sides are well aware of the risks, challenges, and outcome. Further more, which is as much important as the above mentioned which is the accurate application and observation of the whole projects both short and long-term projects, because this is one of the indicators of PPP success.

The findings of the study are broadly in harmony with the literature view, and it shows that the situation in Ukraine will be solved on some terms to be addressed first. Such as the constant demand for the law based foundation for PPP that could assist in making it an approved/trusted model.

There quest for utilization of different cases on an international level, hence this is going to help the lawmakers, health professionals and local authorities to realize the importance of working with PPP in the healthcare field.

The finding as well suggested the need for intelligent, capable, fresh minds and young graduate who is willing to take the HS in Ukraine to another level of high-quality services and satisfaction.

Last but not least, the new as a common theme reviewed and considered by the participants; that is the hope for endorsement of PPPs as an official instrument to address the issues of healthcare.

Where the private investors are possessing the basic terms that are regulated by local authorities for creating the right investment risk assurance.

And that the government role in providing business environments, economic policies and practices and their various tools that support competitive activities through a real partnership with the private sector in planning and directing the health system evolution.