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FORMING TRUST IN THE MEDICAL SYSTEM THROUGH MARKETING ACTIVITIES OF MEDICAL INSTITUTIONS OF CERTAIN TERRITORIES

Abstract. The peculiarity of social development in modern life is the development of the role of knowledge and information in society, in the intensive promotion of information technology, and in the formation of new qualitative forms of information interaction between people. Systematization literary sources and approaches for solving the problem indicates that social relations between doctor and patient are built on the basis of practical mutual trust. The better the communication between them, the better the result. This has a positive effect on the patient's satisfaction with the quality of medical care provided and, in turn, increases the reputation and loyalty to the medical institution. The object of the study is the reasons for patients' distrust of doctors of government agencies and the medical system of Ukraine as a whole. The subject is informational and marketing activities in public medical institutions in order to increase the level of trust. The target audience is patients and managers of public medical institutions. The purpose is to provide recommendations to the management of medical institutions on information activities to build trust in the medical system. To achieve the goals used these research methods: comparative, analytical, statistical, questionnaire method. The information base of the study is the analysis of the results of research, analysis of the regulatory framework, analysis of scientific literature, materials of scientific and practical conferences, statistical reference books and Internet resources. The information base of the field quantitative research is a questionnaire survey of the population on social networks and public hospitals. In February 2021, a representative survey was conducted on the attitude of people to public medical institutions among the population of Sumy region. 203 respondents took part in this survey: 117 (58%) women and 86 (42%) men. People answered questions about the assessment of trust and the state of the medical system, the reasons for choosing a public or private institution, the criteria that are considered when choosing a family doctor and the patient's communication channels with the doctor. Analyzing the regulatory framework for informatization in the field of medicine in Ukraine, it was found that the current problem is the poor system of organization and provision of information. According to the survey, 68.5% of the population do not trust the medical system of Ukraine and assess the state of medicine as satisfactory. But the level of trust as a whole is improving. Unfortunately, little attention is paid to information and communication policy in Ukraine. Employees of medical institutions are not interested in developing and keeping up with

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innovations. Only 37% of respondents use alternative methods of communication with a doctor (internet, telephone). Most respondents said that communication between doctors and patients needed to be improved. Guidelines have been developed for healthcare professionals to improve communication as based on marketing with patients and increase the information literacy of professionals. The results of the study may be useful for the management of health facilities in certain territories, for family physicians who communicate directly with patients and for other institutions and their representatives involved in the health system and are responsible for information and communication component of interaction with consumers.

Keywords: medical system, marketing activities, medical institutions, territories marketing, information activities of medical institutions.

Introduction. The peculiarity of social development in modern life is the development of the role of knowledge and information in society, in the intensive promotion of information technology, and in the formation of new qualitative forms of information interaction between people. Informatization processes also have a significant impact on the healthcare sector, including the doctor-patient relationship. The need to study the social, psychological, moral aspects of the doctor-patient relationship in the information society is due to the search for more effective models of medical communication, as well as mechanisms for resolving growing conflicts and contradictions in communication.

Social relations between doctor and patient are built on the basis of practical mutual trust. The better the communication between them, the better the result. This has a positive effect on the patient's satisfaction with the quality of medical care provided and, in turn, increases the reputation and loyalty to the medical institution.

The need to study the social, psychological, moral aspects of the relationship between doctor and patient in the information society is due to the search for more effective models of medical communication, as well as mechanisms for resolving growing and growing problems.

Sociological research in recent years has shown that physicians are negative about the practice of self-education of patients, and often have difficulty communicating with them (Konyk, 2016). Raising patient awareness is not perceived by the medical community. Their image of the «ideal patient» includes little knowledge of medical knowledge and the patient's willingness to follow a doctor's appointment without discussion. This raises the importance of patients' trust in healthcare facilities. Trust is a certain state of psychological inner peace, which is manifested in the absence of external stimuli and internal experiences (Guschin et.al., 2012, Rosokhata et.al, 2021). At the same time, there are currently no effective mechanisms in Ukraine to collect quality information for effective action by health authorities and to prevent abuse in this area. Insufficiently developed national medical information infrastructure, in particular the level of digital competence of health workers, the state of computerization of health care facilities (Cabinet of Ministers of Ukraine, 2018) and others.

The object of the study is the reasons for patients' distrust of doctors of government agencies and the medical system of Ukraine as a whole. The subject is informational and marketing activities in public medical institutions in order to increase the level of trust. The target audience is patients and managers of public medical institutions. The purpose is to provide recommendations to the management of medical institutions on information activities to build trust in the medical system.

Literature Review. In 2019, according to the results of the All-Ukrainian study «Health Index. Ukraine» public distrust of doctors has grown significantly. The main feature was the refusal of medical care (17.5%), which remained almost unchanged in previous years (11.2% in 2017 and 10.0% in 2018). The level of satisfaction with inpatient care is 52%. According to Victoria Zakhosha, Deputy Director of the Kyiv International Institute of Sociology (KIIS), this figure continues to decline. Differences between regions are significant: from 23 to 73%. In connection with the reform of the health sector, such studies serve as an indicator of the effectiveness of change (Petroye et al., 2020).

The current health care reform began in Ukraine in 2018, and in 2020 the implementation of some of its elements began. In 2019, the majority of respondents stated that they do not support the government's course of reform (42.1% do not support it at all, 25.0% rather do not support it). At the same time support - 32.9%(Ministry of health of Ukraine, 2020).

The Ukrainian market of medical services is very disorganized - Ukrainians do not trust public or private medical institutions. This can be considered the first factor of distrust. 87% of Ukrainians surveyed choose a doctor based on the experience of acquaintances, - said the director of the Foundation for Development of Ukraine Anatoliy Zabolotny. There is an opinion that «the goal of private clinics is to extort money from the patient, and public ones - to convince him that he is healthy». But some patients also believe that public medicine is not completely free (Interparliamentary Assembly of the CIS Member States, 2005).

Insufficient awareness of clients about the information of the state medical institution, qualifications of specialists, ways and stages of seeking medical attention, depending on the problems, is the second factor of distrust (Minchenko et. al., 2020, Rosokhata et. al., 2021c). When using the services, Patients do not have enough information about the new rules, about the specific list of medical services that they can receive in accordance with the Constitution of Ukraine, so they can not always defend their rights. Ukrainians still do not understand what is happening. Some people don't even know that they can change their family doctor at any time (Liubchak et al., 2021).

Access to quality medical services is hampered by a non-transparent referral system and significant financial and organizational barriers. Low level of trust in the health care system leads to the practice of self-medication or refusal of treatment, which in turn affects the unsatisfactory general condition of the population (Interparliamentary Assembly of the CIS Member States, 2005).

The third factor of distrust is the unavailability of medical care. Only 14% of Ukrainians surveyed believe that in 2018-2019 the quality of medical care provided by family doctors has improved. Patients do not listen to the recommendations of doctors, do not believe in their recovery and are unable to buy the necessary drugs (Ukraine Crisis Media Center, 2017).

Thus, the current problem is to study the reasons for the low level of trust of patients in doctors of public institutions and in the medical system of Ukraine as a whole).

Methodology and research methods. To achieve the goals used these research methods: comparative, analytical, statistical, questionnaire method. The information base of the study is the analysis of the results of research; analysis of the regulatory framework, analysis of scientific literature, materials of scientific and practical conferences, statistical reference books and Internet resources. The information base of the field quantitative research is a questionnaire survey of the population on social networks and public hospitals (Letunovska et al., 2021, Vasilyeva et. al., 2020).

The first stage of preparation was the calculation of the sample size. According to the Main Department of Statistics of Sumy region: the permanent population of Sumy region aged 16 and older on January 1, 2020 is 916,578 people. Of these, 412,327 were men and 504,251 were women. The urban population is 631,084 people, the rural population is 285,493 (LIGA.net, 2020).

To calculate the sample size used the formula:

$$n = 1 / (\Delta^2 + 1/N) \tag{1}$$

where N - the volume of the general population (916,578 people); Δ - maximum acceptable error, expressed as a fraction.

For the survey, we took an error of 7% and planned to interview 203 people (See Table 1).

Table 1. Sample
Sample size if the maximum permissible error is...

The volume of the general population (N)	Sample size if the maximum permissible error is...		
	5%	7%	10%
916578	400	203	100

Note: The sample size depending on the error with a probability of 0.9545.

Sources: developed by the authors.

The next step was to create a questionnaire, which consists of 3 parts: general questions, detailed and passport part. The main questions were the assessment of trust and the state of the medical system, the reasons for choosing a public or private institution, the criteria that are taken into account when choosing a family doctor and the patient's communication channels with the doctor.

The questionnaire was posted on Facebook and Telegram. 50 people were able to be interviewed offline. Residents of 155 cities (76.4%), 21 villages (10.3%) and 12 district centers (13.2%) took part in the survey.

Results. Trust is a certain state of psychological inner peace, which is manifested in the absence of external stimuli and internal experiences.

The satisfaction of the patient's needs is influenced by several factors:

- Information
- Physical
- Economic
- Social (Konyk, 2016).

Primary medical information is stored by various health professionals, mostly in paper form, which leads to administrative burdens on staff and significant time costs, low monitoring capacity, unavailability of information for medical staff outside the institution, high probability of loss, quality control and quality management (Pimonenko et. al., 2017, Rosokhata et. al., 2021a). In Ukraine, there are no effective mechanisms for collecting quality information for effective action by health authorities and to prevent abuse in this area. Insufficiently developed national medical infrastructure of information, in particular the level of digital competence of health workers, the state of computerization of health care facilities (Ministry of health Of Ukraine, 2018).

The information environment contributes to the psychological state of patients, attitudes towards medicine, professional skills of specialists, prevention and the number of diseases (Rosokhata et. al., 2021b). The emotional state of the patient who consults a doctor often does not allow for effective perception of information, so health professionals must monitor this and provide a positive atmosphere around them (Bondarenko et al., 2020, Khomenko et al., 2021). Factors such as:

- the opportunity to make an appointment with a doctor in advance;
- signs indicating the route to key rooms for patients (manipulation, laboratory, family doctor's office, etc.);
- stands with information about common diseases and health prevention (in the waiting room);
- informing the patient if he has to wait longer than agreed;
- the ability to record on the website of the institution and post information about the doctor's schedule;
- comments on the actions taken by the doctor and their reasons;
- clear (written) instructions for further action after a visit to the doctor;
- reminders about professional examinations, vaccinations, regular procedures in the family doctor's office (SMS, e-mail or phone call) (Verkhovna Rada of Ukraine, 2015).

Today, computer technology and the Internet allow patients to gain wide access to medical knowledge. Clients of medical services are increasingly using them for self-education in medicine. Sociological research in recent years has shown that doctors are negative about the practice of self-education of patients, and often have difficulty communicating with them (European Charter of Patients' Rights in Ukraine, 2018). Raising patient awareness is not perceived by the medical community. Their image of the «ideal patient» includes little knowledge of medical knowledge and the patient's willingness to follow a doctor's appointment without discussion.

In February 2021, a representative survey was conducted on the attitude of people to public medical institutions among the population of Sumy region. 203 respondents took part in this survey: 117 (58%) women and 86 (42%) men. Of these, 55 (26%) respondents - early working age (16-24 years); 56 (27%) - the main working age (25-54 years); 67 (33%) - mature working age (55-64 years) and 25 (14%) - the elderly (65 and older) (Table 2). People answered questions about the assessment of trust and the state of the medical system, the reasons for choosing a public or private institution, the criteria that are taken into account when choosing a family doctor and the patient's communication channels with the doctor.

Residents of 155 cities (76.4%), 21 villages (10.3%) and 12 district centers (13.2%) took part in the survey.

Table 2. Number of respondents

Sex	Age				Total
	16-24	25-54	55-64	65+	
Women's	29	36	37	15	117
Men's	26	20	30	10	86
Total	55	56	67	25	203

Sources: developed by the authors.

To understand how often defenders go to health facilities, one question was about health. According to the results: 100 (49.2%) respondents are healthy, 103 (50.8%) are sick. 86 (42.4%) have chronic diseases, and 17 (8.4%) are in the treatment stage (see Fig. 1).

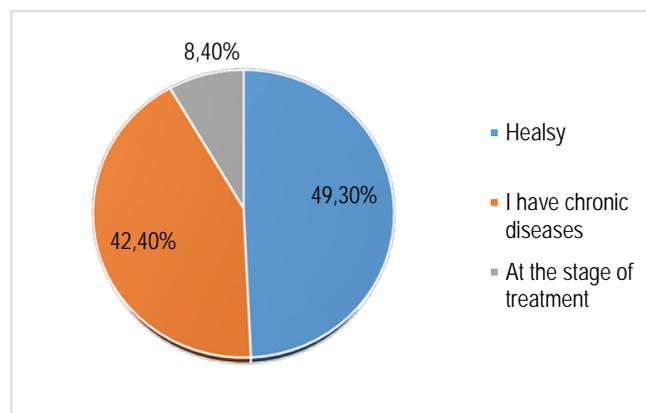


Figure 1. Health status

Sources: developed by the authors.

The study showed that only 64 (31.5%) respondents trust the medical system of Ukraine, 67 (33%) do not trust and 72 (35.5%) do not have an unambiguous answer (Fig. 2).

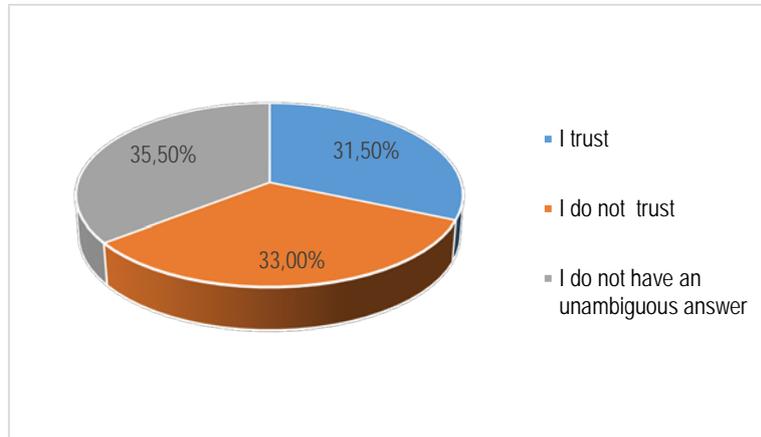


Figure 2. Attitudes towards the medical system of Ukraine

Sources: developed by the authors.

Next, it was proposed to assess their level of trust in the medical system of Ukraine on a scale from 1 to 5. According to the survey 55 (27.1%) said 1-2 points (low), 138 (68%) 3-4 points (satisfactory) and only 10 (4.9%) - 5 points (high) (Fig. 3).

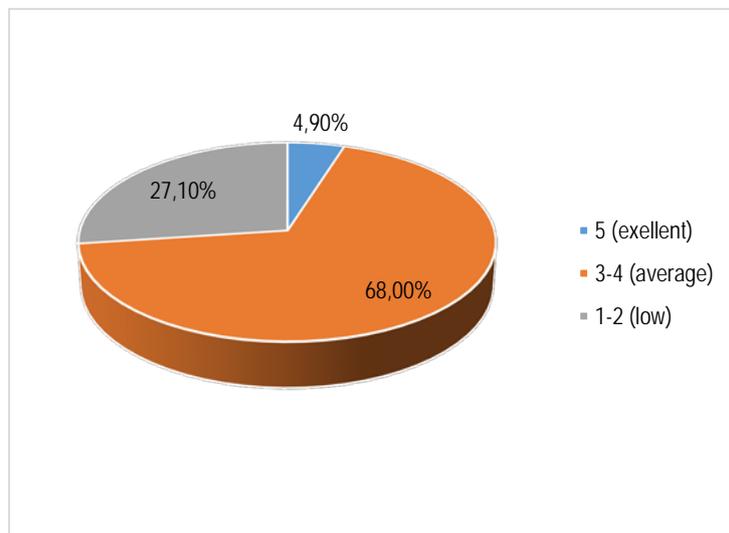


Figure 3. Level of trust in the medical system of Ukraine on a scale from 1 to 5

Sources: developed by the authors.

The next stage was to assess the state of medicine in Sumy region. According to the data: 126 (62.1%) people noted satisfactory (3-4 points), 70 (34.5%) - low (1-2 points) and only 7 (3.4%) - excellent (5 points) (Fig. 4).

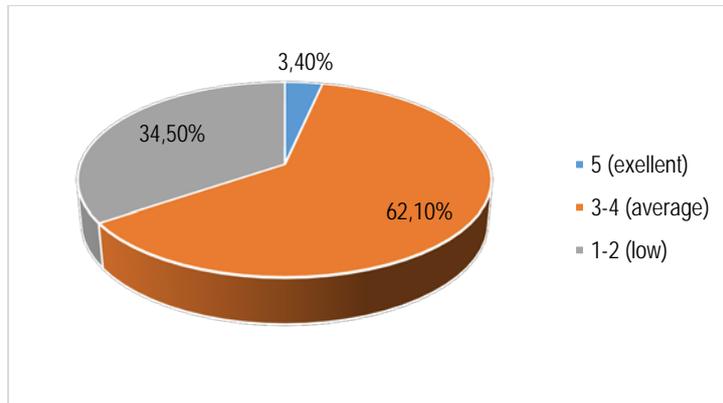


Figure 4. Diagram of answers to the question “The state of medicine in your place of residence”
Sources: developed by the authors.

On the advice of a specialist, 55 (27.1%) respondents choose a private medical institution, and 33 (16.3%) choose a public one (Fig. 5).

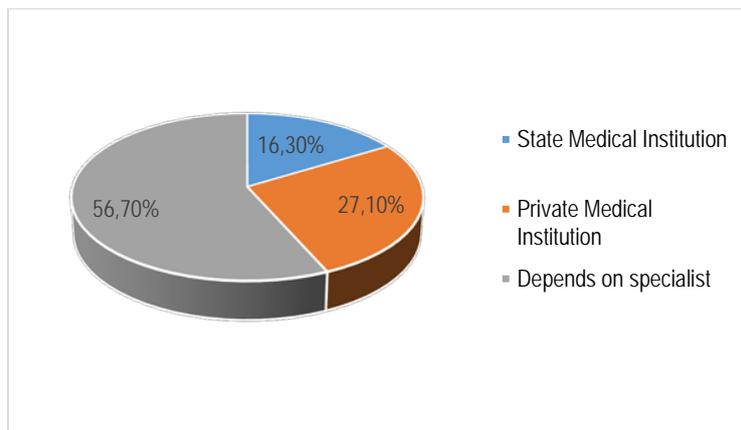


Figure 5. Choice of medical institution

Sources: developed by the authors.

Why choose a state medical institution? Free consultations are important for 138 (68.1%) respondents and free treatment for 56 (27.5%). Only 48 (23.8%) believe that public hospitals are competent and 29 (14.4%) are attentive specialists. 36 (17.6%) respondents consider state institutions clean, 28 (13.8%) are confident in the confidentiality of medical and personal information. 15 (7.5%) respondents note the lack of queues, 10 (5%) believe that they have all the necessary medical equipment and only 9 (4.4%) respondents rate the atmosphere as cozy. Others choose a public health facility only to get a certificate, or because there is not enough money for a private one.

When choosing a medical institution, the majority of 115 (56.7%) pay attention to a specialist (see Fig. 5). The professionalism of 179 (88.3%) is considered to be the most important criterion when choosing a doctor. In second place - polite attitude 119 (58.5%), in third place - individual approach 98 (48.5%) and

the ability to explain complex medical terms 98 (48.5%). Also, for 50 (24.6%) respondents the possibility of telephone communication is important, and for 19 (9.4%) - Internet communication (Fig. 6).

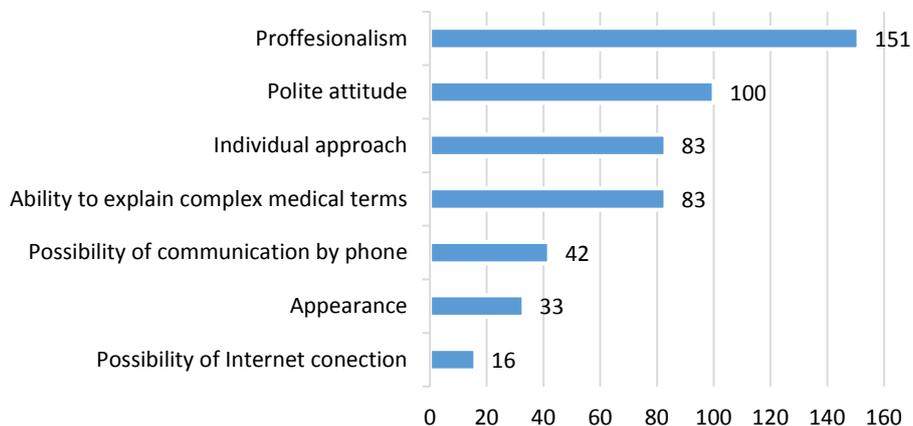


Figure 6. Important criteria when choosing a doctor

Sources: developed by the authors.

Some of the questions concerned the assessment of the primary health care reform (PHC). The majority of 183 (90.2%) respondents have already chosen their family doctor. The other 14 (6.9%) do not have declarations yet and 6 (2.9%) plan to sign them. The level of trust in PHC is higher than in the health care system of Ukraine (117 (58%) vs. 64 (31.6%)) (Fig. 7).

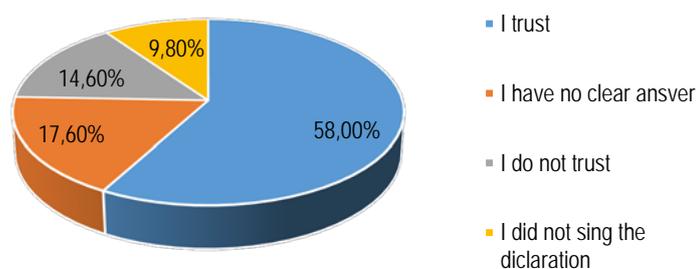


Figure 7. Attitudes of patients to the family doctor

Sources: developed by the authors.

The reasons for distrust are different: 23 (11.3%) have their own negative experience (undertreated, misdiagnosed, do not answer phone calls), 5 (2.3%) complain of rude treatment, 2 (1.1%) claim that the

doctor earned money on their treatment (has a connection with a particular pharmacy), 25 (12.1%) are careful with everyone, ie do not trust anyone (Fig. 8).

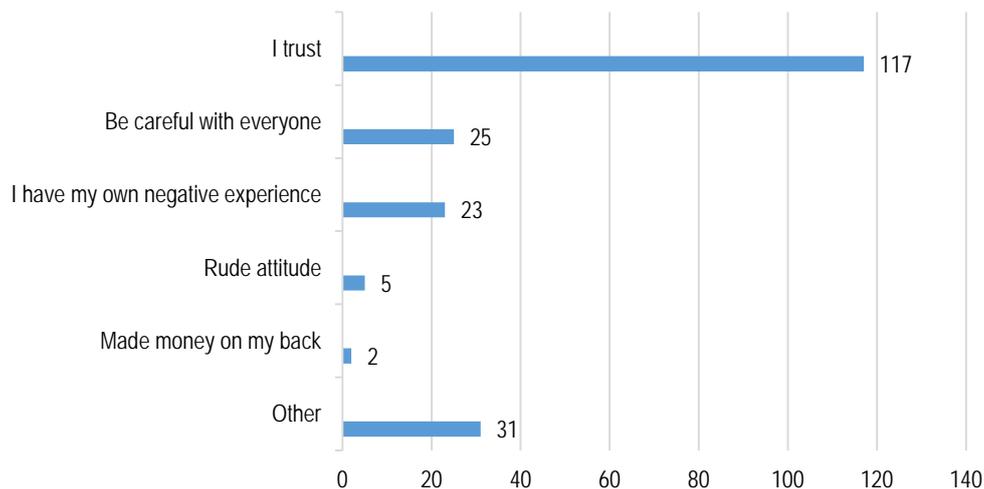


Figure 8. Reasons for distrust of your family doctor

Sources: developed by the authors.

One of the important criteria for choosing a medical institution was the atmosphere: 161 (79.3%) noted that the material support of a medical institution significantly affects the trust in medical staff.

Communication with patients is an important factor in choosing a doctor, so we asked what methods of communication our residents prefer. Survey results: 98 (48.3%) - directly at the reception, 72 (35.5%) - by phone and only 3 (1.5%) use the Internet - communication.

The results of the study confirmed that the majority of the population of Sumy region 139 (68.5%) do not trust the medical system of Ukraine as a whole and assess the state of medicine as satisfactory.

The majority of 55 (27.1%) prefer private institutions. When choosing a medical institution, the main thing is professionalism 179 (88.3%) and polite attitude of doctors 119 (58.5%). Equally important are the individual approach 98 (48.5%) and the ability to explain complex medical terms 98 (48.5%). The majority of the population 161 (79.3%) noted that the material support of the medical institution significantly affects the trust in the medical staff.

183 (90.2%) respondents have signed declarations with a family doctor. Of these, 118 (58%) trust and 68 (33.3%) do not trust their SL. Registration for the reception in advance (in the annexes or electronic queue) significantly reduces the waiting time under the office and the probability of queues (Fig. 9).

Thus, the analysis of this study showed that the level of trust in primary care is improving. However, communication between doctors and patients needs to be improved. After all, it has been observed that the majority of respondents cannot communicate with SL by phone, as they do not have enough time. That is why 79 (38.7%) respondents listen to the recommendations on the drugs of anyone (pharmacist 42 (20.5%), friend, neighbor, acquaintance 25 (12.3%), Internet forums 11 (5.3%) or advertising, television 1 (0.6) %, except for doctors (Fig. 10).

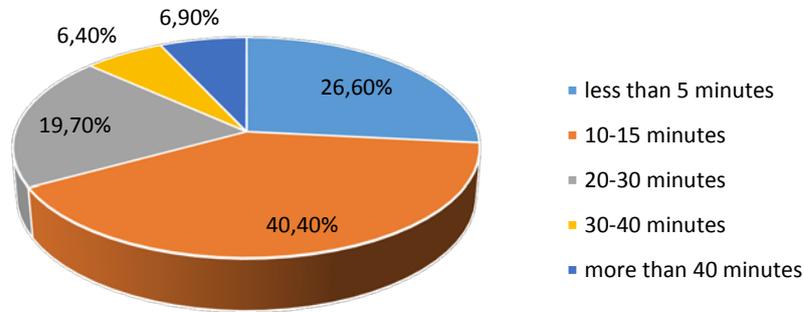


Figure 9. Waiting time for a doctor's appointment

Sources: developed by the authors.

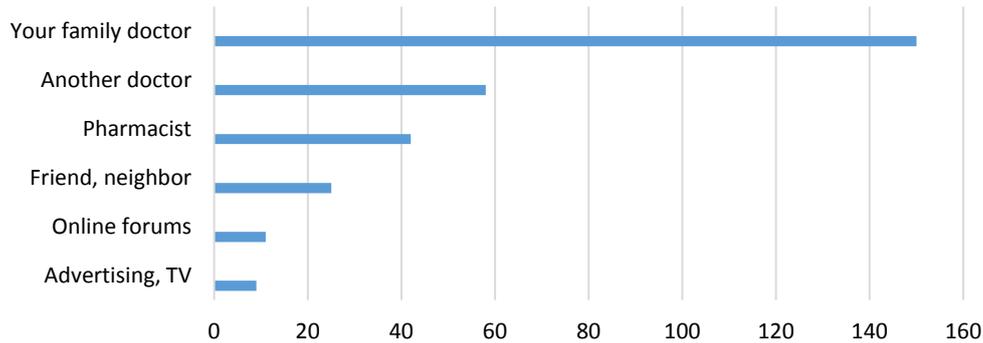


Figure 10. Whose recommendations on drugs people listen to

Sources: developed by the authors.

Patients who choose to receive information about their disease online, check the diagnosis and treatment methods, listen to the opinions of friends without medical education, often develop psychological tension in the relationship with the doctor, due to skepticism about the possibilities of medicine in general and reduced trust in the doctor in particular.

The findings of the study showed that the main criteria when choosing a health care institution is the professionalism and authority of the doctor. Communicating with patients, as part of public relations (PR), is the best tool for building trust.

Unfortunately, little attention is paid to information policy in Ukraine. Employees of medical institutions are not interested in developing and keeping up with innovations. Some patients still do not have the opportunity to make an appointment or consult online precisely because the doctor does not use social networks. The following guidelines are designed to improve communication with the public, establish channels of communication, and influence a positive attitude toward health care (Gushchin, 2012).

First of all, it is important for any specialist to remember his reputation. It is a question of communication during reception, politeness and correctness. Secondly, each family doctor should inform potential patients about the possibility of signing a declaration with him, about the list of medical services, about the constant improvement of his skills and new equipment with which he works using the site or social networks (Ministry of health Of Ukraine, 2018)

In connection with the new reform, the salary of a family doctor depends on the number of declarations he has made. To attract the attention of potential patients, the so-called «personal marketing» and «organization marketing» should be used:

- Post announcements about your practice and provide an opportunity to sign the declaration;
- Create a working website of the organization and pages of medical workers in social networks;
- Actively regularly publish articles, conduct live broadcasts, create marathons, talk about their services and all the news in the field of medicine.

In order for people to trust a doctor, he must command respect and be a leader for his patients. If the specialist will support a healthy lifestyle and call on everyone to prevent diseases, vaccinations, talk about regular examinations, demonstrate on social pages the level of their knowledge and skills - he will be listened to more often (Kulich, 2004).

To increase the satisfaction of patients with the treatment process it is also necessary to: inform the patient about the proposed methods and new treatments, especially when using methods associated with risks to his health; to ensure the realization of rights; predict the potential effectiveness of health services; to control the dynamics of the disease through further contact with the patient; to develop precautionary measures for the prevention of pathological conditions; explain complex medical terms (European Charter of Patients' Rights in Ukraine, 2002).

Conclusions. Thus, analyzing the regulatory framework for informatization in the field of medicine in Ukraine, it was found that the current problem is the poor system of organization and provision of information. According to the survey, 68.5% of the population do not trust the medical system of Ukraine and assess the state of medicine as satisfactory. But the level of trust in PHC as a whole is improving (58% trust SL). Unfortunately, little attention is paid to information policy in Ukraine. Employees of medical institutions are not interested in developing and keeping up with innovations. Only 37% of respondents use alternative methods of communication with a doctor (internet, telephone). Most respondents said that communication between doctors and patients needed to be improved.

Guidelines have been developed for healthcare professionals to improve communication with patients and increase the information literacy of professionals. Namely:

1. Use «personal marketing» and «organization marketing».
2. Actively maintain social networks Instagram, Facebook and YouTube.
3. Be an example to your patients.
4. Publish news on the website of the state preventive and medical institution (new equipment, telephone numbers of doctors on duty, statistics, explanations of new orders, the order of actions in case of a patient's request for medical care depending on health status, etc.).
5. Follow innovations.
6. Establish electronic and mobile communication with patients.
7. Monitor the functioning of electronic queues, which improve the automation of the registration process (Vladimirsky, 2005).

Coverage of news of the state preventive and medical institution (new equipment, phones of doctors on duty, statistics, explanations of new orders, sequence of actions in case of a patient's request for medical care depending on health) on social networks (YouTube, Facebook, Instagram) will significantly increase the image of the hospital and the level of trust in the medical institution as a whole (Toffler, 2003)

The explanation of the new orders, the sequence of actions in case of seeking the patient's medical care, depending on the state of health can be broadcast on television, social videos or the press.

The modern solution to attract attention today is to place an «information monitor». The video board is an LED screen of various sizes, with the help of which you can play videos, animation, dynamic, animated presentation of specialists, flash-videos, interactive game such as «which symptoms to go to which doctor», live broadcasts and much more. You can broadcast from the screen around the clock, as well as set: the number of outputs in the block, timing and placement period (Voronenko et al., 2014).

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Формування довіри до медичної системи через маркетингову діяльність медичних закладів окремих територій

Особливістю суспільного розвитку в сучасному житті є розвиток ролі знань та інформації в суспільстві, в інтенсивному просуванні інформаційних технологій, у формуванні нових якісних форм інформаційної взаємодії людей.

Систематизація літературних джерел та підходів до вирішення досліджуваної проблеми засвідчила, що соціальні відносини між лікарем і пацієнтом будуються на основі практичної взаємної довіри. Чим краще спілкування між ними, тим кращий результат. Це позитивно впливає на задоволеність пацієнта якістю наданої медичної допомоги і, в свою чергу, підвищує репутацію та лояльність до медичного закладу.

Об'єктом дослідження є причини недовіри пацієнтів лікарям державних органів та медичній системі України в цілому. Предметом є інформаційно-маркетингова діяльність у державних медичних закладах з метою підвищення рівня довіри. Цільова аудиторія – пацієнти та керівники державних медичних закладів. Мета – надання рекомендацій керівництву медичних закладів щодо інформаційної діяльності для формування довіри до медичної системи.

Для досягнення поставлених цілей використовувалися такі методи дослідження: порівняльний, аналітичний, статистичний, анкетний метод. Інформаційною базою дослідження є аналіз результатів дослідження; аналіз нормативної бази, аналіз наукової літератури, матеріалів науково-практичних конференцій, статистичних довідників та Інтернет-ресурсів. Інформаційною базою польового кількісного дослідження є анкетне опитування населення у соціальних мережах та державних лікарнях.

У лютому 2021 року було проведено представницьке опитування щодо ставлення населення до державних медичних закладів серед населення Сумської області. В опитуванні взяли участь 203 респонденти: 117 (58%) жінок і 86 (42%) чоловіків.

Люди відповідали на запитання про оцінку довіри та стану медичної системи, причини вибору державного чи приватного закладу, критерії, які враховуються при виборі сімейного лікаря та канали спілкування пацієнта з лікарем.

Аналізуючи нормативно-правову базу щодо інформатизації в галузі медицини в Україні, виявлено, що актуальною проблемою є погана система організації та надання інформації. За даними опитування, 68,5% населення не довіряють медичній системі України та оцінюють стан медицини як задовільний. Але рівень довіри в цілому покращується. На жаль, інформаційно-комунікаційній політиці в Україні приділяється мало уваги. Працівники медичних закладів не зацікавлені розвиватися та йти в ногу з інноваціями. Лише 37% респондентів використовують альтернативні способи спілкування з лікарем (інтернет, телефон). Більшість респондентів зазначили, що необхідно покращити комунікацію між лікарями та пацієнтами.

Для медичних працівників розроблено рекомендації щодо покращення комунікації на основі маркетингу з пацієнтами та підвищення інформаційної грамотності фахівців. Результати проведеного дослідження можуть бути корисними для управління закладів охорони здоров'я окремих територій, для сімейних лікарів, які ведуть безпосередньо комунікацію із пацієнтами та для інших органів та їх представників, що займаються у сфері медичної системи та є відповідальними за інформаційну та комунікаційну складову взаємодії із споживачами.

Ключові слова: медична система, маркетингова діяльність, медичні установи, маркетинг територій, інформаційна діяльність медичних закладів.