IMPLEMENTATION OF QUALITY CRITERIAS OF MEDICAL SERVICES IN THE MEDICAL AND PREVENTIVE INSTITUTE OF KAZAN CITY

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ABSTRACT
Active federal and regional policy on implementation of the priority national health project "Health", "Health Modernization" have initiated a systematic health care reform and increased a consumer satisfaction with medical care. At the same time, it should be recognized that a number of problems require further research despite the high interest on the part of domestic researchers to improve the quality of medical care in hospitals. Today there are no single criteria for assessing medical services in the medical institutions. Therefore, it seems possible to investigate the criteria for assessing the quality of medical services that were introduced in one of the medical institutions in Kazan, and offer to take them as a basis for assessing the quality of medical institutions in our city in the context of the development of such a direction as medical tourism. We have given the criteria for the evaluation of the quality of medical services offered by the "City Polyclinic No. 18" in the article, among which one of the leading places is taken by the customer satisfaction criterion with the quality of products and services. In view of the fact that the popularity of the city among tourists is growing at a fast pace, a new kind of tourism - medical - is gaining momentum, we offer to introduce the proven indicators (criteria) of quality in treatment and prevention facilities in the city of Kazan.

The main tasks of the work are as follows: study of the problem of choosing indicators of the quality of medical care; analysis of the criteria for the quality of medical care in a medical institution and their impact on the development of medical tourism in the city; evaluation of the work results of the polyclinic.

Keywords: medical institution, medical care quality criterion, quality indicators, medical tourism, healthcare modernization

INTRODUCTION
The quality system in medical institutions allows improving medical care, equipping a medical institution with quality diagnostic equipment and, as a result, increasing the detection of diseases and, in the future, reducing mortality and improving the quality of life of the population [11].

We have given the criteria for the evaluation of the quality of medical services offered by the GAUS (Autonomous Public Health Care Institution) "City Polyclinic No. 18" in the article, among which one of the leading places is taken by the customer satisfaction criterion with the quality of products and services.

So, there are no uniform criteria for assessing the quality of medical services in medical institutions for today. In this regard, it seems possible to investigate the criteria for assessing the quality of medical services that were introduced in one of the medical institutions in Kazan, and offer to take them as a basis for assessing the quality of medical institutions in our city in the context of the development of such a direction as medical tourism.
The purpose of this work is to study the medical care quality indicators (criteria) in a medical and preventive institution as a factor in increasing the attractiveness of the city of Kazan.

The object of study is the GAUS "City Polyclinic No. 18" - a versatile institution where high-quality medical and sanitary and specialized outpatient medical care is provided in treating patients of various profiles.

Approbation of research results. The proposed criteria for the medical care quality are used in the organization of the quality management process of the GAUS "City Polyclinic No. 18" in Kazan.

MATERIALS AND METHODS
The quality of medical care is defined as a set of characteristics of a medical service, which is based on compliance with the role expectations and requirements of health care providers, as well as the ability to meet the perceived and established needs in accordance with the medical standards, ethical and social norms.

One of the most important tasks faced by the health care system is to increase the accessibility and quality of medical services provided [2].

According to the Federal Law dated November 21, 2011 No. 323-FZ "On Fundamental Health Care Principles of Citizens in the Russian Federation" [1], there are the standards for the medical care provision, but there are no criteria for the quality of medical care fixed at the legislative level in the health care institutions. Therefore, a number of institutions are introducing their indicators, and the other institutions have no indicators at all.

Medical workers, as a rule, pay more attention to professional competence, efficiency and safety. For patients, quality assurance is assessed not only from the point of view of obtaining qualified medical care, but also from the point of view of the evaluation of interrelated service processes, which make up the concept of "medical service" together.

In connection with the changing situation in healthcare and the introduction of the health insurance system, it became necessary to create new indicators - the health care quality indicators, including all the listed characteristics [5].

Quality indicators are the numerical indicators used to assess health care, indirectly reflecting the quality of its main components (structure, processes and results) [3].

In the first 8 months of 2015, Kazan was visited by 1.7 million tourists. According to the research of a large tourist Internet resource, Kazan is the most popular city of Russia among foreign tourists after Moscow and St. Petersburg. About 1.2 million passengers used the services of "Kazan" airport. According to the TripAdvisor rating, the capital of Tatarstan became the only city in Russia that entered the top ten fastest growing tourist cities in the world. In this regard, there is a new direction - medical tourism - in Kazan. It is planned to create an integrated product, where a number of medical and related services accompany the medical traveler [10].

Let us consider and analyze the medical care quality criteria, developed in the treatment and prevention institution of Kazan GAUS "City Polyclinic No. 18".

Criterion 1: Manager leadership

Improving the polyclinic management activities is based on the manager leadership system. From 2010 to 2015, it was defined the following priority areas of activity: improving the quality and accessibility of health care through the introduction of new, scientifically-based methods of diagnosis and treatment;
improvement of professional skills of medical workers. The organization managers form an atmosphere of cooperation in the organization, implement the principles of teamwork.

**Criterion 2: Policy and strategy of the organization in the field of quality**

Identification of current and future needs and expectations of stakeholders for policy and strategy development.

The main interested party for the organization is a consumer for all types of services provided. A multi-level system for collecting and analyzing the existing and future needs and expectations of customers has been introduced since 2008.

**Criterion 3: Personnel**

Planning, management and improvement of work with the personnel. The personnel management strategy is documented in the "Personnel Policy" for the period from 2009 to 2015, the main goal of which is to form a unified team of highly qualified professionals committed to corporate values that can ensure the achievement of strategic goals established.

**Criterion 4: Partnership and resources**

*External partners.* Formation of partnership relations is carried out by registration of relevant contracts, holding and participation in auctions, as well as provision and implementation of high quality of services. Preference is given to those suppliers whose competence is beyond any doubt.

*Financial resources.* The financial resource strategy implies targeted and rational use of budgetary funds, including revenues from the extrabudgetary activities.

*Infrastructure and material resources.* In order to develop a strategy for the use of buildings, equipment, material resources, the polyclinic managers sets some tasks for the infrastructure maintenance and development. Evaluation of the use, development and definition of current and prospective tasks is made in the preparation of annual reports.

*Information and knowledge.* There is a developed information infrastructure, the requirements of which are defined in the regulatory documents, for the effective functioning of the integrated automated polyclinic management system.

**Criterion 5: Processes, products and services**

*Systematic design and process management.* In order to implement the Strategy and ensure high quality of services in the polyclinic, the processes are designed using the "Process Approach" principle of the standard ISO 9000. To achieve the maximum effect of work, to implement a unified approach to patient care, the medical institution applies the standards of three levels: state (federal); branch (territorial); prevention and treatment facility standards.

*Design and development of products and services based on customer expectations.* The polyclinic specialists use market researches, consumer information and other forms of feedback in order to anticipate and identify the improvements aimed at increasing their range of services.

*Promotion of products and services to the market.* The polyclinic specialists determine the value of the services offered, market positioning, consumer groups and distribution channels. As part of the marketing activities of new services, the specialists conduct a questioning of patients (consumers) orally or in writing, and the results are sent to the relevant services for a decision making.
Criterion 6. Customer satisfaction with the quality of products and services

As indicators, it is offered to use the dynamics of life quality indicators of patients, provided that the life quality is the most important treatment result. This task is solved at the stage of monitoring the clinical protocol, which consists in a systematic assessment of the degree of compliance with the established requirements, as well as planning and implementation of measures for the continuous management of medical care quality based on the protocol.

The card includes information on all services and prescribed medicines provided to the patient, as well as information about the patient (sex, age, results achieved, complications, undesirable side effects), including the patient's questionnaire. The information collected is used to analyze the compliance of the volumes and quality of medical care provided with the protocol requirements. At the same time, the health care quality indicators are determined for each nosological form of a disease.

In order to assess satisfaction, it is necessary to conduct sociological surveys and monitor the patients' claims, which allow reliably estimating the achievement of the desired results. This will strengthen the legal model of the "doctor-patient" relationships.

Criterion 7: Personnel satisfaction

The indicators of satisfaction with their work have become the object of close attention of managers in the clinic for many years. All the polyclinic employees took part in the satisfaction surveys during the reporting period. The employee satisfaction with the working conditions is at a high level of 89%. The level of overall employee satisfaction is at a high level and exceeds the level of 62%.

Criterion 8. The impact of the organization on society

In the perception of society, a positive image of the chief doctor is formed in the information space of the city. The society recognizes the importance of the organization in the infrastructure development, as evidenced by numerous certificates and gratitude from the public. An example of manifestation of the information openness is participation in the scientific and practical conferences, meetings, seminars.

Criterion 9. Quality of products and services and other results of the organization.

This criterion includes the financial results of the institution, the quality of services, the volume of services provided and the number of other results.

On the basis of the data presented to us, we conducted an analysis of the medical and preventive institution activities as a result of the development and implementation of quality criteria for medical services. Let us consider the effectiveness of the organization in the next section of our study.

RESULTS AND DISCUSSION

Financial performance indicators of the organization. The financial and economic results of the organization's activities make it possible to implement the policy on technical and technological modernization of the main lines of activity, develop innovative activities, ensure a decent standard of living for the personnel, direct the necessary funds for the development of the social sphere, labor protection, training and certification of personnel. Indicators of the balance sheet for the period from 2010-2014 have a positive dynamic. There was an increase in net profit due to an increase in the number of services provided during the reporting period. An increase in revenue was achieved due to an increase in the number of patients served, an additional factor was the improvement in the quality of the services offered, the expansion of the range of services, and the geography of sales. The indicator of the balance currency has a steady upward trend (growth).
Quality of products and services and other results of the organization. For the volume of medical care provided, polyclinic is one of the largest outpatient clinics in the city, providing medical care for 127 types of works (services). It carries out the whole complex of medical and recreational activities, providing the population with therapeutic, traumatological, dental and obstetric-gynecological care. An increase in the share of services in the market (the number of visits) occurred in connection with the opening of the oncology office, the accession of the women's consultation in 2006, the opening of the Health Center and the General Practitioner's Office in 2008 (Table 1). Since 2011, the polyclinic, the only health care institution in Kazan, conducts standard medical examinations of state civil servants.

Table 1: Amount of visits

<table>
<thead>
<tr>
<th>absolute number</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits in total (absolute number / % of the plan performance)</td>
<td>415,642 / 102</td>
<td>412,054 / 102</td>
<td>422,236 / 104</td>
<td>416,699 / 103</td>
<td>461,317 / 107</td>
</tr>
</tbody>
</table>

The level of defectiveness.

From the data below on the provision of defective medical services, the polyclinic activity corresponds to the level of the best institutions.

<table>
<thead>
<tr>
<th>%выявленных дефектов</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of defects detected</td>
<td>39.1%</td>
<td>38.7%</td>
<td>38.1%</td>
<td>36.4%</td>
<td>19.4%</td>
</tr>
</tbody>
</table>

Fig. 1. Defects detected

Based on the data provided to reduce the number of defects in the examination of medical care, we can judge about the good organization of the process of medical care in the institution, as can be seen from the comparison of the materials given.

According to the volume of medical care provided, it is one of the largest outpatient clinics in the
city, which, apart from 64,694 attached population, provides trauma care to 124,946 people and covers the entire Volga and part of the Vakhitovsky Districts. Dental care, taking into account the population of the Polyclinic No. 21, covers 124,697 people, the women's consultation services 75,347 people, 37,211 of which are the women of fertile age. An increase in attendance of the treatment and prophylactic institution is shown in Figure 3.2.

Fig. 3. Growth of visits

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<tr>
<th>Прикрепленное население</th>
<th>Attached population</th>
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Availability. The GAUZ "City Polyclinic No. 18" has been paying great attention to informing the attached population and the population of Kazan, as well as organizations about the services provided in the polyclinic in general, the management structure and other aspects of its activities during the last 5 years. In addition to e-mail, it was created a constantly updated web-site of the polyclinic, where the public can get acquainted with all the information it is interested in: on the services, staffing, mode of work, regulatory documents and orders, news.

Equipment use ratio. This indicator is high in the GAUZ "City Polyclinic No. 18" due to the traditionally careful attitude to the equipment.

CONCLUSIONS
The medical care standards are the requirements established by the competent state authority for the provision of medical assistance by medical organizations in relation to certain types of medical assistance or specific diseases (groups of diseases).

Based on the study, we can make the following generalizations and conclusions.

1. A decrease in mortality among the working-age population, as well as an increase in the detectability of diseases in the early stages, is possible in the case of meeting the criteria for the quality of medical care and the equipment of a medical and preventive institution with the modern medical equipment [6, 8].

2. Introduction of quality criteria makes it possible to identify the ineffective links in the activity of a medical institution, increase the efficiency of resource use, avoid both duplication of work and exposure of individual sites, document all the production operations, establish responsibility for each of them,
structure the production processes and build some clear technological schemes, significantly improve the quality of medical services.

3. Introduction of quality criteria stipulates the creation of conditions for the implementation of standards in medical institutions, including: purchase of medicines and medical products, increase of salaries of doctors and nurses, and increase of personnel supply. The introduction of standards means for the population an improvement of quality of medical services provided and an increase in the level of social services.

The developed quality criteria for medical services brought only positive results: growth of profit due to an increase in the volume of paid services, an increase in the number of patients. This leads to an increase in the attractiveness of not only the medical institution, but the city as a whole.

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REFERENCES