

Study of factors affecting on population's health improvement

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Overview:

The quality of medical care for the population depends not only on the number of medicines available in the pharmacy network, but also on the rational use of this range and the peculiarities of the pharmaceutical market. The socially oriented pharmaceutical market provides a layer of the population (disabled, retirees, children, students, large and poor families, the chronically ill) who are unable to afford the cost of medicine. Realizing the concept of a socially oriented pharmaceutical market requires resolving and resolving many political and economic issues, as the outcome of many issues can be negative in a free market economy.

Aim of the Study

The aim of the study is to study the factors, affecting the health of the population, to determine the role of the economy in improving health services.

Material and methods:

The objects of research are relevant statistical data, resolutions, law and regulations, WHO recommendations, data of the Ministry of Labor, Health and Social Affairs of Georgia, the Drug Agency and the State Compulsory Medical Insurance Company, on the basis of

which the healthcare management system was analyzed. The research materials of the State Department of Socio-Economic Information of Georgia, the Statistics Department of the Ministry of Labor, Health and Social Affairs of Georgia used in the research process.

A survey of the population (300 users) and medical staff (150 pharmacists, doctors and nurses) conducted to assess the ongoing processes in healthcare and pharmacy during the transition period. The following research methods used in the performance of the paper: sociological, historical, expert evaluation. The obtained data were processed using modern statistical methods. Correlation and dispersion analysis of the data performed.

Research Results and Discussion:

The structure of population morbidity and mortality is closely dependent on the socio-economic development of the country, the education and income of citizens. However, with the increase in the economic well-being of the country, the share of non-communicable diseases is significantly increasing, which reflected in the structure of mortality. Therefore, it has become a tradition around the world to analyze the health of biological and socio-economic determinants such as genetic and individual factors, lifestyle, environment, health services, gender factors, family, poverty, psychosocial factors, education, etc. All of the above determinants related to social and economic factors, which in turn play an important role in political and social development.

The crucial role in improving the health of the population is to create normal working and leisure conditions, provide safe food and drinking water, pursue a well-thought-out demographic policy, establish a healthy lifestyle, train the population to acquire basic medical knowledge and habits, and eliminate social stress. Especially since lifestyle and conditions (48-50%), environment (20-22%) and genetic factors (18-20%) have the greatest impact on human health, and the share of health care is only 12-14%.

Based on the review of the data obtained from the study of the patient-general practice physician relationship, KNAPP and others conclude that in many cases:

- The patient is dissatisfied with the consultation and information received;
- The patient strongly disagrees with the advice received;
 - The patient's trust and consent are inter-related (trust leads to consent);
 - Patients often do not realize and remember the information received;
 - Understanding and remembering information by the patient can be improved by providing relevant information materials.
- The circumstances that prevent the patient from perceiving, remembering, and using the information needed by the patient should also be considered:
 - The patient will remember the instructions first; it is better to remember the provisions emphasized or otherwise separated in the instructions;
 - Repeating the basic provisions several times in the instructions strengthens the memory;
 - The instructions written succinctly and succinctly facilitate more significant information;
 - Simple information makes for a better memory.

Conclusion:

Satisfying the population with effective, quality, safe and affordable medicines and medical supplies is one of the main foundations of the socio-economic policy pursued by any country. Improper practice of prescribing medications is partly due to the lack of mechanisms for monitoring the side effects of medications and the lack of statistical information on their use. Developing and implementing appropriate pharmacy practice standards will help to take into account the professional ethics and commercial interests of the pharmacy where the most important patient interests are.

In the modern world, there is a tendency to look for alternative sources of funding for the health care system, which related to the systematic shortage of finances. The experience of Europe and North America shows that none of the methods of successful financing of the medical service has been found so far. Everyone has both advantages and disadvantages. So, in fact, all national health systems are funded from different sources. The question is not about what the

source of funding should be, but what kind and how much money will be enough.

The current situation shows that it is quite difficult to obtain the necessary funds to maintain the vital minimum necessary for a large part of the Georgian population. This is especially noteworthy if we take into account the fact that the working population (pensioners, children, the disabled), whose number exceeds 40% of the country's population, is a special risk factor for poverty.

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